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Factors impacting effectiveness of R-logistics activities at supermarkets in Vietnam

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Abstract

The article studies the factors affecting the effectiveness of R-Logistics activities in Vietnamese supermarket activities on the basis of systematic selection published documents, with a focus on analyzing the influencing factors. to reverse logistics activities of supermarket systems. The research results show that the development of Logistics supermarkets is derived by four factors: the business environment, the local policy, and the internal capacity. at the enterprise, the capital factor. In the past time, although reverse logistics activities in Vietnam in general and enterprises in particular have been focused and made encouraging progress, there are still certain limitations. In the framework of this article, the author systematizes the basic contents of logistics activities and business performance of enterprises, and the performance influencing factors of logistics activities on business. On the basis of those, the study proposes a number of solutions to help businesses use reasonable cost savings and optimize business efficiency.

Keywords: R-Logistics activities, business efficiency, business environment factors, capital factors

1. Introduction

1.1. Urgency and the reasons for choosing the topic

Today, along with the development and integration with the world economy, the retail and wholesale market in Vietnam has made significant changes and is always ranked in the top of the world's most potential markets. Large domestic and international retail brands appear more and more, such as Co.op Mart, VinMart, BigC, Lotte, etc. At the same time, there are continuous plans to expand the operating area of domestic enterprises. to be announced. The appearance of supermarkets in Ho Chi Minh City, Hanoi, and Da Nang is becoming more and more popular, making the market more diverse. Besides, shopping habits and consumption trends always change over time. Supermarket and retail channels are often chosen by consumers in cities in recent years. Therefore, it is very important to determine the factors as well as the impact of the factors affecting the behavior of choosing a place to shop at the supermarket. Thereby, the author has selected the topic: "Factors affecting the effectiveness of R-logistics activities in Vietnamese supermarkets" to identify effective or ineffective factors to bring about R-logistics activities at Vietnamese supermarkets.

1.2. Research objectives

Systematize the theoretical bases of R-logistics activities.

Determining the factors affecting the effective operation of R-logistics in Vietnamese supermarkets.

Determining the impact of R-logistics activities in Vietnamese supermarkets.

The role of R-logistics activities in Vietnamese supermarkets.

1.3. Object and scope of the study

Research object: factors affecting the efficiency of R-logistics activities in Vietnamese supermarkets.

Research scope:

Space: Customers at Vietnamese supermarkets range from children to adults.

Period: October 2020 to November 2020.

1.4. Research Methods

Preliminary study by group work method to identify the factors affecting the effectiveness of R-logistics activities in Vietnamese supermarkets.

Formal research is carried out by quantitative methods, investigation, data processing by software.

1.5. Contribution of the topic to management practice in Vietnam

The role of R-logistic in Vietnamese supermarkets plays an important role for retailers, contributing to improving management efficiency, reducing costs in the production process, saving and reducing costs in operations. distribution and increase business value. Besides, knowing the needs of customers when coming to supermarkets and these things have made R-logistics effective in Vietnamese supermarkets.

2. Theoretical basis

2.1 Supermarket system in the retail industry in Vietnam

The retail market in Vietnam is growing at a remarkable rate, outpacing many other economies in the world, just behind India and Russia. This area receives a lot of foreign investment, and the market is established by the opening of many commercial centers as well as large stores. Retail market Vietnam can be roughly categorized into 6 channels under specific characteristics, including: Supermarket, shopping center, chain of convenience stores and specialized shops.

Supermarket: (hypermarket) is a retail location that is very large in terms of business area and number of products (food & non-food).

In Vietnam, Big C is the only hypermarket brand. The Metro Cash & Carry supermarket chain makes us think it's a hypermarket, but it's not. Metro's customers are mostly industrial factories and wholesalers, while hypermarkets' customers are consumers.

Supermarkets: With slightly higher retail prices than hypermarkets are suitable for weekly shopping. The most famous supermarkets in Vietnam to mention are Intimex, Co.opmart, Fivimart and Citimart.

The mall: Sells expensive but branded clothes, designer shoes and high-end electronics. Parkson and Diamond Plaza, Vincom are the most popular places in HCMC. In Hanoi are Vincom, Trang Tien Plaza, Grand Plaza, The Manor and Parkson.

Shopping mall is a new concept in Vietnam, which includes hypermarkets, supermarkets, department stores, cinemas and specialty stores. Lotte Mart & The Crescent Mall in District 7, HCMC can be considered a "standard" shopping mall.

The chain of convenience stores: Serves the daily need for sundries, and can be found on every street. You can easily buy a bottle of water or toilet paper, shampoo, tissues and more.

Specialized: Stores are stores that specialize in selling a

certain type or group of products. These stores can be scattered all over the city, or the provincial capital, but are usually concentrated in areas. For example, shops selling fashion clothes on Nguyen Trai street or areas selling building materials and interior decoration on To Hien Thanh street, City. Ho Chi Minh.

2.2 Brief overview of R - logistics

* Concept

Reverse logistics is the process of effectively planning, implementing, and controlling the flow of raw materials, semi-finished products and related information from the point of consumption to the point of origin, for the purpose of cost recovery. treated or disposed of appropriately. Thus, reverse logistics includes all logistics activities of the supply chain, but operates in reverse.

* Function

Return goods, recycle, replace and reuse materials, renew, repair, replace equipment or restore products for reasons beyond control such as failure, inventory seasonality replacement of goods, due to warranty defects or excessive inventory.

* Process: Reverse logistics is usually done in 4 stages

- Collection of unsold products, defective products or packaging.
- Implement steps to check product quality, select and classify products.
- Dispose of by reusing, reselling, recovering the product or turning it into waste.
- Redistribute recovered product to bring it back to market and pass it on to customers as stocking, selling, and shipping operations.

* R - logistics at Big C

- For unsold products: Some types of products, when put on display at supermarkets, but their uses, colors, designs and features do not meet the requirements of customers, leading to difficulties. Consumption or non-consumable items will be recovered by Big C and returned to manufacturers to bring them to a more appropriate market.
- For defective products, damaged products or reduced quality during transportation, etc., when discovered by employees or customers, those products will be immediately recalled and returned. for manufacturers to take measures to correct defects that will then be put back on the market.

2.3. Factors affecting operational efficiency in Vietnamese supermarkets

Factors affecting operational efficiency in supermarkets:

- Location
- Outer space
- Space inside ash ng
- Entertainment
- Diversity
- Staff
- Popularity and communication and promotion programs
- Other service factors

3. Research Methods

3.1. Methods of investigation and data collection

Research on factors affecting the effectiveness of R-logistics activities in Vietnamese supermarkets is a research work using document analysis methods such as qualitative methods to find out the basic ideological contents of documents, find problems related to the research topic and identify problems that need to be solved. Documents, articles, interviews or scientific journals related to the issue of "Factors affecting the effectiveness of R-logistics activities in Vietnamese supermarkets" are secondary data, so they are numerous related document. So we need to sift to get the most accurate documentation for the problem.

Quantitative analysis finds ways subgroup signs and find the result in the target group based on documentation and research sources of qualitative methods we were able to put the important role of HR and answer the question of why these companies failed when human resources management in the host country and the successful companies in the host countries. The income method of secondary data, this method is based on the resources available to the application of this method requires specific means to be clear, consistent with the objective of research, accuracy of data and topical. And comparative methods to find the most accurate document on the issue of sources of information studies from reliable internet.

In addition, there are methods such as comparing and contrasting research results, comparing the terms "business" and "international business", comparing Vietnamese enterprises with foreign enterprises to see more clearly about the efficiency of R-logistics activities at Vietnamese supermarkets, to provide good solutions to help foreign businesses successfully invest in Vietnam because when foreign businesses successfully invest in Vietnam, it not only promotes the economy in Vietnam but also attracts foreign investment into Vietnam to help Vietnam move faster on the path of international integration in the current industrial age 4.0. favorable for Vietnam to advance quickly on the road to becoming a developed country in the future.

The method used according to primary data, such as user surveys to businesses can share their experiences for the fledgling enterprise in the field of business in the host countries. Or now, when the internet is developing, we can use the online survey method to get the fastest and most cost-effective information on the issue of "Factors affecting the efficiency of R-logistics in Vietnam." Vietnamese supermarkets".

3.2. Data processing method

Preliminary study was conducted by qualitative method with focus group interviews to explore the factors affecting R-logistics performance in Vietnamese supermarkets.

Formal research is carried out by quantitative method, survey by questionnaire, after collecting all data, it will be checked and processed by supporting software and tools in order to achieve this goal. goal of the study

3.3. Research process

The research procedure should follow the following steps:

- Planning a research topic
- Reference, select references
- Assign specific tasks to each member
- Synthesize content and opinions from group members
- Finalize the research topic.

4. Research results

4.1 Classification of factors affecting R-Logistics performance in supermarkets in Vietnam

▪ Inbound logistics activities

For supermarkets in Vietnam, the variety of business items plays an important role. Therefore, besides domestic products, the supermarket system also distributes a lot of products originating from abroad. With products purchased from abroad, it is necessary to book a train or plane to transport goods, so the turnaround time is often quite long. As for products purchased domestically, supermarkets often have their own purchasing department and supplier evaluation criteria must ensure adequate supply of certification documents, product quality, and timely delivery. time, reasonable price, long debt repayment period.

For fresh food items in supermarkets today, the supply chain of fresh food for supermarkets is in a strong development stage, attracting many customers from the traditional chain by its ability to satisfy customers. shopping needs better synchronization, while ensuring higher convenience. The sources of fresh food for supermarkets are very diverse, such as importers, manufacturers, farmers, and consolidators.

▪ Output logistics activities

Currently in supermarkets often have delivery service door according to customer requirements. Besides the delivery system of supermarkets also have promotions, discounts to attract different customers.

▪ Operational quality of other Logistics services

In supermarkets, transportation is performed to supply goods to warehouses/distribution centers and replenish goods to stores/retailers within the supermarket's logistics network. Shipping activities at supermarkets are organized in two basic forms: centralized transportation and direct-to-store transportation. With the centralized form, the supplier provides a large quantity of goods to the distribution center of the supermarket. Depending on the size, this form of transportation can account for 50-80% at supermarkets, and can even go up to more than 90% for large-scale businesses. In addition to centralization, products can be shipped to stores directly from suppliers. In some supermarkets, this form can account for up to 30% of the total amount of goods.

▪ The level of service usage of Logistics has increased

For supermarkets in Vietnam, due to the need to ensure a large and diverse amount of goods, and to ensure the availability of goods in the supply, the policy of reserve and inventory means a lot to businesses. Inventory management by type of goods, over time and application of JIT model (just in time) has improved the efficiency of warehouse management many times.

The strength of the supermarket system is that it has tangible physical facilities and convenient services, so it has met the reliability of customers. This strength is most clearly shown in the system of vehicles and equipment to support the supply of goods at supermarkets.

Logistics activities at supermarkets are characterized by internal systems. The ratio of the cost of supermarket logistics to the total cost of a chain can be as high as 50%, which is why supermarket logistics can be seen as a key profit driver for the chain supermarket today.

- Level of trust in outsourced logistics services
 - Helps reduce capital investment and reduce costs.
 - Help raise the quality of customer service and increased speed of movement of goods, by providers of logistics services are organized logistics business professional should be able to expertise, can best meet demand improving quality customer service for the supermarket.
 - Increase access to information in an ever-changing environment.

Among the benefits mentioned above, the ability to reduce costs and improve service quality are the benefits that are of top concern to supermarkets.

- **There are also risks**
 - Too high cooperation costs are also a common mistake when supermarkets underestimate the efforts and costs required to coordinate activities between parties such as costs of information system integration, communication costs, etc. and process design costs. Unnecessary costs such as repair costs also significantly increase total logistics costs.
 - Leakage of data and sensitive information due to supermarkets having to share information about demand and customers with suppliers.
- **Ability to change to adapt in Logistics activities**
 - Today, modern customers are always looking for convenience to save time. Therefore, a smooth shopping experience anytime, anywhere is their desire. Optimizing the consumer experience and supermarket operations by giving customers continuous access to diverse data to capture products and services will help supermarkets meet customer requirements goods in the most convenient way, saving time.
 - More and more supermarkets are looking for, building communication channels, buying and selling with their customers in a closer and more effective way. At these touchpoints, technology solutions are constantly evolving to make the transformation even faster. Co.opmart's online shopping service increased 4-5 times.
 - This change inadvertently has been driving a transformation in the way supermarkets operate - something they have not really cared enough about preparing and adapting before. The application of technology to the retail industry at the supermarket system in Vietnam not only solves problems of logistics, finance, quality control but also the process of payment, service, and interaction with customers.

4.2. Group of factors that have a positive influence

- **Online shopping trend opens up opportunities for transport and logistics businesses**

With 70% of Vietnam's population using the Internet, the average access per person is about 28 hours/week, creating favorable conditions for the e-commerce industry to thrive. In 2018, according to a report by the Vietnam E-commerce and Digital Economy Department, the e-commerce market reached 8 billion USD, with a growth rate of 30% compared to 2017 and is forecasted to continue to grow at a high rate for many years. next year, reaching 10 billion USD by 2020. E-commerce development leads to more consumers switching to online shopping and the development of new

business models for delivery service companies with frequency. Small and large delivery and service coverage throughout the provinces. Many e-commerce sites also invest in building technology platforms and logistics systems, expanding the scale of warehouses, increasing distribution points to meet the needs of users.

- **Mergers and acquisitions (M&A) continue to be exciting with transportation and logistics**

Experts in Vietnam Report's survey have predicted that within the next 2-3 years, the wave of M&A will continue to be active in the field of transportation and logistics due to fierce competitive pressure in the context of economic integration. global economy, along with the advancement of science and technology and the impact of the 4.0 revolution. Along with the high growth potential of Vietnam's transport and logistics industry and the poor competitiveness of domestic enterprises, creating great opportunities for many foreign enterprises to participate in the Vietnamese logistics market through the form of M&A to take advantage of the existing network, the same source of customers and domestic operating experience. In 2019, there have been many M&A deals worth millions of dollars, such as Symphony International Holdings (Singapore) a share of Indo Tran Shipping and Forwarding Joint Stock Company (ITL Corp) from Singapore Post for 42.6 million USD, SSJ Consulting spent nearly 40 million USD to buy 10% of total outstanding voting shares of Gemadept.

M&A activities also create challenges for foreign enterprises to improve and innovate to optimize their businesses, but also a good opportunity for businesses and other businesses to learn management experience, transfer technology transfer, optimizing logistics costs of enterprises with experience in many continents.

- **Investments in warehouses, logistics centers and cold chain**

With the sharp rise in the number of enterprise e-commerce, with demand rent storage, commodity classification, completing orders, many businesses grasp the trend, building and started private storage system and logistics centers with functionality providing transport services, order completion, distribution in a professional manner towards modernization with high quality. As of early 2019, the whole country has 6 large logistics center was started to build and put into operation.

In recent times, the cold supply chain has experienced high growth due to the increase in the number of cold storage, growth in the processed food industry, and the pharmaceutical and technology industries. According to market research firm Allied Market Research (2019), the global cold chain logistics market size was valued at \$159.9 billion in 2018 and is expected to reach about \$590 billion by 2026. The cold supply chain market in general and cold storage in particular in Vietnam is considered to be small and fragmented, but the market is expanding and is expected to have new developments in 2020.

4.3. Group of factors of negative influence

- **Lack of trust between the parties**

Trust is the biggest challenge for users of crowd logistics platforms. Unknown is an inherent feature of community resources (Mladenow et al., 2016). To overcome this challenge, it is necessary to have the effective operation of

the online credit rating system of crowd logistics platforms. Customer reviews about their service providers are input to assess the credibility of service providers connected via the platform. As a result, some platforms have built systems that automatically notify, text, or call customers to collect feedback.

▪ **Safety and transparency of transaction information**

When a dispute occurs, the safety and transparency of transaction information as well as the ability to use this information to resolve is what users, especially those who have the need to transport goods with mass and great value. In this case, block chain technology is one of the parallel solutions to ensure the transparency and safety of information. At the same time, it is necessary to have the support of the state with clear legal regulations and legal frameworks for this activity.

▪ **Lack of uniformity in information technology knowledge, quality and professionalism of service providers**

One of the challenges for the application of crowd logistics is that the technological level of most people with idle resources is not high. Therefore, new startups or businesses that are trading in crowd logistics platforms need a suitable plan to train users (customers and service providers) on how to use, GPS, routing instructions, building the optimal route, etc. On the other hand, amateur couriers will lack skills in ensuring the integrity, problem of damage, damage of packages during transportation and sometimes it also affects the reputation of the owner when he is late for an appointment or the service attitude is not polite to customers. This requires proper orientation, training as well as an effective performance appraisal system.

▪ **High delivery cost**

According to (Dolan (2018), one of the challenges of crowdsourcing delivery is that the delivery cost per delivery is quite high because there is no coordination between orders but serving each individual customer. This is also easy to see in Grab's delivery method in Vietnam today.

▪ **Environmental impact issues**

Although crowd logistics has somewhat reduced the impact on the environment, it is not without the risks of increasing pollution because customers increasingly desire greater convenience, faster delivery, and required volume and volume. Shipping will increase. Crowd logistics platform business owners also need to think about this to find solutions to reduce greenhouse gas emissions to the urban environment. Some advanced countries have made deliveries by bicycle, public transport, or no transport for last mile deliveries. However, the applicability of these solutions in HCMC and in Hanoi is still not high.

5. Results and recommendations

5.1. Conclusions

Through practical research, it can be confirmed that, in the past time, R-Logistics activities in retail enterprises have received greater attention and investment, thereby initially bringing positive results for retail enterprises businesses. However, R-Logistics activities at retail enterprises still reveal some limitations such as fragmented and unprofessional R-Logistics systems, manual and

inconsistent R-Logistics operational processes and there are still many shortcomings in the face of competitive pressure and market demand.

Addressing these weaknesses in the R-Logistics system will help retail businesses meet more diverse needs of customers and achieve more effective business results.

5.2. Recommendations

Completing purchasing activities through associating with trusted partners

Retailers participate in the merchandising process by bringing products from manufacturers and suppliers to consumers. If suppliers are inefficient, delays in the delivery of goods will affect retailers and consumers alike.

This problem can be minimized if retailers integrate their logistics systems with their suppliers and, moreover, can optimize and uniformly manage the entire supply chain. This will reduce costs and improve customer service levels not only for retailers but also for suppliers.

Retailers should admit that they cannot do everything themselves. Creating sustainable and long-term cooperative relationships with partners can bring greater efficiency to businesses and contribute to increasing positive customer experiences.

A true partnership goes beyond a traditional customer-supplier relationship, and it is often not defined by the commercial terms of the contract.

Retailers are growing and there are many opportunities in international exploration and sourcing. For many products, production costs are much lower in countries outside the developed world and thus generate greater economic benefits. Supply chain control is like that, it's important to get products to stores in good condition.

This process will control the supply system of the retail stores and use computer technology to control the central distribution system.

The retailing process involves relationships with other businesses but also has distinct characteristics that arise from the nature of retailing. The origin of the product, combined with the branding issues, the retailer must certainly have a relationship with business partners, as well as the relationship between internal employees, businesses and consumers.

Relationships can be a factor in ensuring a quality supply. It can help a business develop a product line or to ensure product quality consistency... For many retailers, while price may be crucial, several other factors create so good relationship must also be made.

Retailers have many business relationships that go beyond product sourcing. One of the most important relationships is that of product distribution. Many retailers focus solely on sales and often outsource logistics services. Therefore, building a good relationship with partners will make business operations more efficient.

Implement cost-saving initiatives

Many retailers do not have a clear strategy for total cost decisions in their supply chain. Retailers are largely concerned with how much they pay for warehouse and shipping services and try to negotiate the best rates, but the potential for cost savings in the supply chain goes far beyond that.

The investment in perfecting retail logistics technical facilities is a right decision, however, retail businesses also need to carefully consider factors such as needs and

characteristics of goods to choose the right products. suitable equipment, meeting the requirements of the retail business process but at the same time ensuring that the investment costs are reasonable.

For many years, domestic retailers have struggled to form a cold storage system to preserve fresh foods, a warehouse system with conveyor belts, computerized import and export management, etc. Difficulties in capital, space, restrictions on promotion costs make these plans impossible to come true.

Internal goal adjustment

For large retailers, some departments will work directly with other members of the supply chain. The extent to which these departments can work together is seen as a key determinant of a company's success. Once the sourcing department, the retail department, and the IT department really started to come together, it was possible to reap the full benefits of a total supply chain solution.

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