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The development direction Suning Logistics should choose to gain a competitive advantage in the new retail era is utilizing technology that adds value to leverage their supply chain for a competitive advantage. From the beginning to the end, Suning Logistics supply chain should offer the opportunity to lead innovation, increase the corporation's profits, capitalize on organizational investments, and positively influence the customer's involvement with their product. As technology alters and disrupts trades, establishments might be drawn towards implementing and embracing each new expansion (Christopher, 2016). Therefore, Suning logistics should enable supply chain automation through robotics, thus cutting overhead from labor and operations. Similarly, they should leverage innovative supply chains by capitalizing on big data arrays mined from technologies tagged with radars to transfer supply chain scheduling from responsive to practical in the e-commerce space.

Suning Logistics would locate and predict issues by applying advanced analytics instead of detecting and responding to issues when it is already too late. Suning Logistics should also automate orders to boost their supply chain, thus gaining a competitive advantage and making them money in the e-commerce platform. It is because inaccuracies are less probable to transpire in mechanized procedures that are not susceptible to human interruptions or miscalculations. Systematizing repetitive requisitions can assist in avoiding monetary losses by way of overstocking or understocking. Likewise, they should also use artificial intelligence because AI applications can tackle customer service payment processing, eliminate overhead costs, and IT support and operations.

Additionally, Suning Logistics should enable agile procedural enhancement to leverage the supply chain through making supply chain management their administrative priority. Mangan

and Lalwani (2016) argue that this idea entails engaging supply chain management in the C-Suite, ascertaining that the lead is experienced across numerous areas such as relationship building, human capital management, technology, finance, and conflict resolution. This administrative level position would guarantee that the business is precise on its precedence and ensure that the supply chain is exemplified in other occupational roles and administrations. Another direction they should take is integrating the supply chain with additional organizational roles. Whenever the supply chain is entrenched in every appropriate business occupation, the supply chain procedure can jointly be developed instead of depending on the supply chain process when products are ready to go.

Moreover, Suning Logistics should ask their stakeholders and partners concerning their flexibility. Provided all the members involved in the supply chain process, the management needs to comprehend each player's distinct contribution and capability to react swiftly to fluctuations in backup plans, success measurements, demand, access to information, and decision-making practices. Most importantly, a workable supply chain necessitates all associations to be flexible, something that Suning Logistics should significantly consider, especially during this era of e-commerce. Similarly, they should implement Lean Six Sigma to access the supply chain. Using this technology will create standards for tracing signs of progress, eradicating errors, and enhancing fulfillment while decreasing wastage (Mangan & Lalwani, 2016).

To conclude, Suning Logistics should capitalize on supply chain corporations since such corporations are composed to make or discontinuity their company's competitiveness. These relations have a significant effect on the continuity of the supply chain, the capability of adhering to timeline commitments, issues that are key in e-commerce. Therefore, they should pay keen

interest in developing sustainable relationships because as enterprises vie for competitive advantage, the suppliers become particular concerning whom they support. Lastly, because of the complexity of the supply chain, incorporated with and impacting each aspect of the business, Suning Logistics management needs to lean on the team and departmental experts to maximize every aspect of the supply chain from the perspective of origin to the point of exhaustion.

References

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