Path Research on Shaanxi Logistics Enterprises' Internationalized Development that Based on Financial Cost Management under the Background of the Belt and Road Strategy

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Abstract: As the hottest words this year---“the Belt and Road”, this idea is very special and significant to the development of logistics industry of Shaanxi province. The Belt and Road is not a wonderful diplomatic method, but also the important method to connect the economics and cultures of these countries around the Belt and Road. By the influence of the Belt and Road, more than thirty countries have reached the strategic agreement with China, and more than twenty countries near the Belt and Road have reached agreement on capacity cooperation, and lots of industry zones, enterprise incubators and business districts have been established as well. By means of multinational cooperation, all the countries could improve their economics. Under this background, it is necessary to catch the developmental opportunity, and to promote our local logistics enterprises to go abroad, to expand their businesses, and to develop the logistics industry further and further. Of course, the logistics internationalization is the inevitable trend of the economic development; therefore, in order to let the local logistics enterprises of Shaanxi province go abroad, we must deliberate on both the investment cost and the overall arrangement according to the conception of financial cost management. According to the relevant documents, and on the view of financial cost management, the writer of this thesis discusses the issue that how the logistics industry of Shaanxi province could go out and how to actualize the logistics internationalization.

The Belt and Road not only promotes the cultural exchanges and co-operations between the countries, but also injects the new blood into the domestic logistics industry; it provides the new visual fields and new ideas to the domestic logistics industry, and the new markets as well. In this new circumstance, the domestic logistics enterprises should clearly understand their developmental direction of the domestic logistics industry in the new times; they should not only catch the opportunity, but also fully wake to the particularity of the present circumstance. As the important segment of the Belt and Road, enterprises are the significant factor to make contributions to the economics and coordinate the multilateral relationship during the development of all the members. The Shaanxi logistics enterprises should pay attention to the opportunity, and actualize the internationalization of the local enterprises, so as to promote the enterprises to go out and become stronger and stronger. Of course, the Shaanxi logistics enterprises must be awaked to the reality too, take the economic benefits as their objectives, these also are the necessities for achieving the sustainable development.

The importance of the financial cost management during the internationalized development under the background of the Belt and Road strategy.

To reduce the costs and to increase the benefits are the fundamental objectives of the enterprises, and financial cost management aims for achieving this. Financial cost management means to visualize and standardize the financial management by some administrative means and regulations, and by the financial budget control, so as to achieve the objective of reducing the cost; at the same time, the financial activities could be clearer and more scientific. What's more, by financial cost management, the enterprises also could raise their capital utilization rate, make a sound controlling on the direction of the funds, take the best of the funds, and increase the economic benefits. Especially, under the background of the Belt and Road, if the logistics enterprises of Shaanxi province want to invest abroad, they must do well in financial cost management such as the cost control and the fund direction control etc; only an enterprise has a sound funds chain could it achieve internationalization smoothly ^[1].

For the logistics enterprises, it is very crucial to keep a reasonable funds structure and a sound funds operation. Of course, these are the key factors that determine if the logistics enterprises of Shaanxi province could invest abroad successfully. No matter on invest direction or funds controlling, financial cost management could keep the inner financial situation of the enterprise well by investigating and researching the situation of the market, and by managing the funds; it could optimize the funds structure and the capital structure of the enterprise and make them more reasonable, so as to promote the enterprises to invest abroad with the good funds chain and provide the safeguard for the internationalization ^[2]. Especially at present, although the Belt and Road brings many opportunities of expansion and going abroad to the enterprises, but we also can not neglect the risks. It is necessary to make a careful planning and an overall consideration on the investing direction and the funds operation; they must take the financial cost management as a basic system during the development of the enterprise, and provide the helpful circumstance to the enterprises for their internationalization.

The path of internationalized development for Shaanxi logistics enterprises that based on financial cost management under the background of the Belt and Road strategy.

The operational network of the logistics enterprise could be divided into three progressive layers that are basic layer, connection layer, and controlling layer. If the enterprises want to "go out", the first thing they should do is to establish the service network nodes and make them interconnecting, so as to expand the service coverage ^[3]. First, under the background of the Belt and Road, a common pattern has been adopted by the enterprises is to establish the service network in virtue of the overseas projects. The enterprise could add the cost of establishing the network to the cost of the overseas projects; this method could not only reduce the risks to some extent, but also satisfy the need of the client furthest. In addition, the logistics enterprise also should satisfy the need of the other manufactory enterprise and the large-scale business enterprise on direct investment and capacity output with them. During the construction of the service network, the logistics enterprise should construct the network by their own, and pay attention to the capital formation of the overseas service network according to the realistic developmental situation of their enterprise, rate of return, and the operative risks.

Under the background of the Belt and Road, although there are a lot of opportunities for the development of the Chinese logistics enterprises, but we should awake to know that the service

abilities of the most logistics enterprises are weak. In order to optimize the territorial management of the enterprises, we should implement these countermeasures as below: first of all, to increase the numbers of their customs and to expand the coverage of their business lines. The enterprises should take useful measures to maintain their previous customs, and develop the new customs; at the some times, they should develop the new business by investing new equipments and improving their service, so as to satisfy the demands of their customs^[5]. In addition, the logistics enterprises also should take the best of the advocacy of their existing customs, and the existing customs could help them to develop new customs. What's more, it is necessary to establish an effective logistics network. The enterprises should establish a steady partnership with their domestic partners who could manage the supply chain of the logistics enterprises well. Of course, the partners include the upstream and downstream subcontractors, the potential demanders, and the actual custom group. To establish the effective logistics network could not only help the enterprises to easily find the foreign partners and then occupy the foreign market quickly, but also optimize the allocation of resources by the connection between the service nodes so as to control the cost well.

The suggestion to Shaanxi logistics enterprises on the financial cost management.

Only the leaders of the logistics enterprises are aware of the importance and the urgency of the financial cost management could they determine to make the strict rules and regulations, and then to supervise the implementation of it, so as to construct the sound financial circumstance. Therefore, in order to promote the internationalization of the logistics enterprise in Shaanxi, it is necessary to let the leaders of the enterprises to understand the importance of the financial cost management, and then they could draw up the targeted policies, and draw up more scientific managerial strategies. By these means above, the logistics enterprises could make their financial cost management more reasonable, more targeted, more advanced, and more open, so that the enterprises will have a more effective funds operation and a more effective overseas development under the background of the Belt and Road in future.

The internationalization of the logistics enterprises is a long-term strategic layout. If the logistics enterprises want to have a reasonable funds operation and an open direction of the funds, they must establish a prefect supervisory system in their enterprises. The enterprises should supervise all the stages of the funds operation from the initial planning stage to the execution stage. The logistics enterprises must implement the financial cost management well by improving the supervisory system. The most important thing among them is the improvement of the supervisory regime. Financial management is very special, it is closely related to the incomes and expenses of the enterprises, and the direction of the funds as well. Therefore, in order to eliminate the mistakes of the financial staff and prevent the corruption, the logistics enterprises must establish the supervisory system of the cost; only by this could they invest abroad smoothly under the background of the Belt and Road.

In order to reach the maximum benefits and achieve the internationalization, the logistics enterprises must improve the quality of their business. Taking the SF Express for example, we can find that this company could IPO quick dues to its excellent service quality; this company makes the breakthrough on shortening the shipping time and improving their service, so they get to the retunes. To the logistics enterprises of Shaanxi Province, they also need to improve their service and business quality, and implement the cost management to their supply chain; and this is a significant method to improve their credits. By the influence of the Belt and Road, the enterprises must search the reliable overseas partners and keep the steady partnership with them, these could not only ensure the price advantage of them, but also avoid the business risks and reduce the transaction cost.

The cost management of the supply chain could promote the enterprises to find the reliable overseas partners, this is very important to the enterprises on investing abroad ^[6].

Conclusion

The Belt and Road provides the new opportunities to the logistics enterprises of Shaanxi province, at the same time, it not only provides the new market, but also the solid foundation for their internationalized development. In this special circumstance, if the logistics enterprises want to go further, they should not only catch the opportunities of the Belt and Road, but also arrange a sound strategy layout of investing abroad. The enterprises must consider the factor of financial cost, only by controlling the capital operation and the financial cost could they go to the international market smoothly and to be successful. Because of the limitation of the writer's knowledge on this issue, this issue needs to be researched further by other specialists and scholars.

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