



Executive DBA, Université Paris-Dauphine

**Study on Value Chain Integration of Shipping
Industry and Wood Drying
——Based on the Case of Wuzhoumu
Company**

(Application for Executive DBA, Université Paris-Dauphine)

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Abstract

In recent years, most industries worldwide have been suffering from the aftermath of economic crisis. The wood processing industry in China, however, still prospers at a relatively high speed. Same with other industries, the development of one industry is not only manifest in the growth of gross production, but also in the change of nature in each sub-divided trade, in which, the recreation of wood drying industry, as the research object of the dissertation, proves to be a representative. The initiative of this dissertation is that it focuses not on the internal fine tuning of recreation of wood drying industry but highlights the integration and rejuvenation of two different industries—wood drying industry and maritime shipping industry. The traditional industrial framework is now in adversity, and it is also difficult to extend the industry chain. The thesis probes into micro-level factors and carries out the research based on the resource capability of industry chain, reconfiguration and reconstruction theory of industrial framework in functional definition. Given the giant potential market of wood drying in China and the lag of traditional wood drying industry in terms of capacity, technology, environment protection and efficiency, as well as the current sluggish situation of global and China's shipping industry and need for integration, the dissertation creatively renders the reconstruction of wood dry industry and maritime shipping industry the research object. With the reconstruction project in progress and the multiple patents achieved or to be achieved as solid evidence, with industrial reconstruction theory in business science and Blue Ocean Strategy in enterprise competition as the theoretical framework, the thesis adopts input-output analysis method, modular design analysis, document analysis method, interview and investigation method, and combines the qualitative analysis and quantitative analysis so as to initiative study the approach to enhance the organizational efficiency and benefit in wood drying industry and adapt new restriction on global environment protection and land resources. The wood drying industry and the traditional shipping industry are integrated and reconstructed, thereby sustaining a healthy development.

This paper basically carries out a case study on value chain integration of shipping industry and wood drying and provides literature review from three perspectives of international industrial chain theory, global value chain theory and blue ocean strategy theory. Empirical analysis and case study is done by virtue of research hypothesis and model construction, with output of research conclusions and related management issues.

Key Words: wood drying industry; maritime shipping; industry reconstruction; Blue Ocean Strategy; micro insight; re-definition of value and function

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CONTENTS

CHAPTER 1 INTRODUCTION	1
1.1 Raise of Questions	1
1.1.1 Difficulties in Shipping Industry.....	1
1.1.2 Problems in Wood Drying Industry	3
1.2 Research Objective and Significance.....	5
1.3 Guiding Thoughts and Core Concepts	5
1.4 Main Content and Research Method.....	9
CHAPTER 2 LITERATURE REVIEW.....	16
2.1 Literature Review on International Industrial Chain Theory	16
2.2 Global Value Chain and Sustainable Theory Literature Review.....	27
2.3 Blue Ocean Strategy Theory	39
2.3.1 Innovation theory	40
2.3.2 Blue Ocean Strategy: How to Create Uncontested Market Space where Competition is Irrelevant.....	40
CHAPTER 3 RESEARCH PRESUPPOSITION AND RESEARCH HYPOTHESIS	56
3.1 Traditional Solutions and Problems	56
3.2 Presupposition and Research Hypothesis.....	67
3.3 Model Construction of Industrial Integration Solutions.....	67
CHAPTER 4 EMPIRICAL ANALYSIS.....	69
4.1 Wood Drying and Maritime Shipping Industry Integration Technology Feasibility Analysis.....	69
4.2 Industry Integration Solution Value Chain Optimization: Cost Competitive Strength	76
CHAPTER 5 CASE STUDY.....	94
5.1 Commercial Strategy: Build Industry Chain with Macro and Industry Policy	95
5.2 Project Implementation: Optimize Value Chain with Cost Strength and Strategic Marketing ..	1013
5.2.1 Importance of Price Analysis:	1014
5.3 Finance Anticipation and Risk Prevention in Project Implementation	114
CHAPTER 6 CONCLUSION AND OUTLOOK.....	1236
APPENDIX 1: DESIGN REPORT AND PATENT CERTIFICATE.....	1270
I. Brief Description.....	1270
II. Critical Reconstruction Points	1271

III. Drying Hold Layout Program	129
IV. Insulation Materials and Construction Technology.....	1469
V. Hatch Cover Sealing	1503
VI. Painting.....	1515
APPENDIX 2: QUESTIONNAIRE.....	1714
APPENDIX 3: INTERVIEW ON WOOD DRYING PROFESSIONALS	1759
APPENDIX 4: INTERVIEWS ON SHIP DESIGN PROFESSIONALS	1793
REFERENCE.....	189
STATEMENT	195
RESUME.....	196

Table of Tables

Table 2- 1 Supply Chain Management Definition and Concept	21
Table 2- 2 Four Main Standards of Supply Chain Management Concept.....	22
Table 2- 3 Value Configuration	30
Table 2- 4 Supply Chain Management and Sustainable Value - Integration Steps	38
Table 2- 5 Red Ocean Strategy VS. Blue Ocean Strategy	41
Table 2- 6 Six Principles of the Blue Ocean Strategy	46
Table 3- 1 Summary of wood species influence on wood movement.....	57
Table 4- 1 Cost Analysis of Drying Fuel from Coal to Gas in Drying Kiln.....	73
Table 4- 2 Domestic Retail Price of Diesel (Yuan/Ton).....	77
Table 4- 3 Four Big International Petroleum Spot Market Price (USD/Barrel).....	79
Table 4- 4 USA Crude Oil Price in 2014-2016 (USD/Barrel).....	79
Table 4- 5 Middle Rate of Exchange for CNY/USD in 2014-2016	79
Table 4- 6 USA Crude Oil Price (CNY/Ton) in 2014-2016.....	80
Table 4- 7 Platts' Spot Quotation for Singapore Fuel Oil (Heavy 180) in 2014-2016 (USD/Ton)	83
Table 4- 8 Platts' Spot Quotation for Singapore Fuel Oil (Heavy 180) in 2014-2016 (USD/Ton)	85
Table 4- 9 Fuel Cost at Most Fuel Consumption (CNY/Day).....	86
Table 4- 10 Fuel Cost at Least Fuel Consumption (CNY/Day)	88
Table 4- 11 Fuel Cost at Least Fuel Consumption (USD/Day).....	89
Table 4- 12 Comparison Form of Cost in Traditional Drying and Freighter Drying (CNY)	89
Table 5- 1 VOC emissions from Wood Processing, including Only Facilities that May Discharge at Least 100 tons/year.....	97
Table 5- 2 Emissions Summary of Steam-heated Dryers	991
Table 5- 3 Pollutants and the Impact on Health and Environment.....	1002
Table 5- 4 Imported Wood in the First Half of 2016, Judging from Countries (Logs, 10,000 m ³).1058	
Table 5- 5 Sources for China Broad-leaf Logs and Wood Import in the First Half of 2016 (10,000 m ³)	1069
Table 5- 6 Major Wood Trade Market Performances in China, 2013-2015	1070
Table 5- 7 Major Chinese Ports' Wood Inward and Outward Volume, 2010-2013	1081
Table 5- 8 China's Imports of North American and African Sawn Wood in 2004-2014 (m ³).....	1103
Table 5- 9 Estimate of Investments in the Next 3 Years (USD).....	1158

Table 5- 10 Income of Wuzhoumu Industry in the Next 5 Years (USD)	1170
Table 5- 11 Estimated Cost in the Next 5 Years 1 (fuel consumption: 21 tons, 320 USD per ton).1181	
Table 5- 12 Estimated Cost in the Next 5 Years 2 (fuel consumption: 27 tons, 560 USD per ton)...122	
Table 5- 13 Profit Table for Next 5 Years 1 (Average Cost USD)	1193
Table 5- 14 Profit for the Next 5 years 2 (Peak Cost USD)	1203
Table 5- 15 Balance Sheet in the Next Three Years 1 (Average Cost USD).....	1214

Table of Figures

Figure 1- 1 Current Links in Wood Drying Industry Chain	4
Figure 1- 2 New Links in Industry Chain for Integration Project of Wood Drying and Maritime Shipping	4
Figure 1- 3 Generic Form of Value Chain Analysis	10
Figure 1- 4 Logical Framework of the Research	13
Figure 2- 1 Example of Company Supply Chain.....	17
Figure 2- 2 Direct Supplier Chain.....	18
Figure 2- 3 Expanded Supply Chain.....	18
Figure 2- 4 Ultimate Supply Chain.....	18
Figure 2- 5 Different Opinions on SCM and Logistics	20
Figure 2- 6 The Simultaneous Pursuit of Differentiation and Low Cost	42
Figure 2- 7 Action Framework.....	45
Figure 3- 1 Wood Moisture Contents and Relative Humidity.....	56
Figure 3- 2 Advantages of Wood Drying	58
Figure 3- 3 China’s Annual Total Wood Import (2011-2015)	59
Figure 3- 4 A Wood Drying Field in China.....	61
Figure 3- 5 Current Links in Wood Drying Industry Chain	69
Figure 3- 6 New Links in Industry Chain for Integration Project of Wood Drying and Maritime Shipping.....	69
Figure 4- 1 Domestic Diesel Retail Price Trend (Yuan/Ton)	79
Figure 4- 2 USA Crude Oil Price in 2014-2016 (USD/Barrel).....	80
Figure 4- 3 Middle Rate of Exchange for CNY/USD in 2014-2016	80
Figure 4- 4 USA Crude Oil Price in CNY/USD in 2014-2016	83
Figure 4- 5 Platts’ Spot Quotation for Singapore Fuel Oil (Heavy 180) in 2014-2016 (USD/Ton)....	84
Figure 4- 6 Platts’ Spot Price for Singapore Fuel Oil in CNY and USD in 2014-2016.....	85
Figure 4- 7 Platts’ Spot Quotation for Singapore USA Crude Oil and Fuel Oil in 2014-2016 (USD/Ton).....	86
Figure 4- 8 Fuel Cost (CNY/Day)	89
Figure 4- 9 Fuel Cost (USD/Day).....	90

Figure 5- 1 Enterprise Competition Type.....	1057
Figure 5- 2 Domestic Wood and Imported Wood, 2006 - 2015 (wood unit: million m ³).....	1058
Figure 5- 3 Estimates of Ship Loads.....	1169
Figure 5- 4 Ship Transport & Dry Volume Estimates	117
Figure 5- 5 Price Comparison of Maritime Shipment and Land Drying.....	1181
Figure 5- 6 Profit Comparison	1214