

A Study on Enhancing Logistics Efficiency Through Supply Chain Informationization: The Case of Hefei Reying International Trade Co., Ltd.

Jing Bao¹

¹ Beijing Geely University, Beijing 102202, China

Correspondence: Jing Bao, Beijing Geely University, Beijing 102202, China.

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Abstract

This paper delves into how Hefei Reying International Trade Co., Ltd. enhances logistics efficiency through supply chain informationization. Firstly, it analyzes the importance of supply chain informationization in e-commerce, highlighting its key role in improving supply chain transparency, response speed, and resource allocation efficiency. Then, it details Hefei Reying's specific practices in the application of supply chain management software, automation tools, and supply chain data analysis and decision support. Through these informationization measures, the company has successfully automated order processing, refined inventory management, and made decision support more scientific, significantly improving logistics efficiency, reducing operational costs, and enhancing customer service levels. The paper concludes with a summary of the achievements and experiences in Hefei Reying's supply chain informationization practice, providing valuable references for other e-commerce enterprises.

Keywords: supply chain informationization, logistics efficiency, e-commerce, Hefei Reying, order processing, inventory management, data analysis, decision support

1. Introduction

1.1 Research Background

The rapid development of e-commerce has greatly changed traditional business models, allowing consumers to shop online more conveniently and enjoy fast logistics delivery services. However, this also brings many challenges to supply chain management, such as a surge in order volume, diversified demands, and complex logistics distribution. Supply chain informationization, as an important means to address these challenges, can effectively

improve logistics efficiency, reduce operational costs, and enhance the competitiveness of enterprises in the market. Hefei Reying International Trade Co., Ltd., as a rapidly growing enterprise in the field of e-commerce, has significant research value in its practice of supply chain informationization.

1.2 Research Purpose and Significance

This paper aims to explore how Hefei Reying optimizes logistics processes and improves customer satisfaction through supply chain informationization. The study will reveal the

effectiveness and experience of supply chain informationization in practical applications, providing references for enterprises in the same industry to promote the improvement of supply chain management levels. At the same time, it also provides an empirical research case for the academic community, enriching the research content in the field of supply chain informationization.

1.3 Research Methods and Data Sources

The paper mainly uses case study analysis and field research methods. By analyzing the practice of supply chain informationization in Hefei Reying, combined with first-hand data obtained from field research, it comprehensively understands the current situation and effects of its informationization application. Data sources include internal company materials, public financial reports, industry statistical data, and expert interviews, ensuring the accuracy and reliability of the research.

2. Theoretical Basis of Supply Chain Informationization

2.1 Basic Concepts of Supply Chain Management

Supply chain management is the process of integrating and coordinating the logistics, information flow, capital flow, and commerce flow between suppliers, manufacturers, distributors, retailers, and end consumers in the supply chain. Its core elements include supplier management, production planning, inventory control, order processing, and transportation distribution. The goal of supply chain management is to optimize the operation of the entire supply chain, reduce costs, improve efficiency, meet customer needs, and thereby enhance the competitiveness of enterprises in the market.

2.2 Connotations and Characteristics of Supply Chain Informationization

Supply chain informationization uses information technology to achieve the integration and collaboration of information flow, commerce flow, logistics, and capital flow in the supply chain. The information flow includes order, inventory, and transportation information, etc.; commerce flow involves procurement and sales links; logistics is the physical movement process of goods from the production place to the consumption place; capital flow is the capital movement process related to commodity transactions. The

characteristics of supply chain informationization include real-time, sharing, and collaboration, that is, information can be transmitted and updated in real time, supply chain parties can share information resources, and various links can work together to achieve overall optimization.

2.3 Mechanism of Action of Supply Chain Informationization

Supply chain informationization improves the transparency of the supply chain through the real-time sharing and transmission of information, enabling all parties to promptly understand the dynamic situation of product production, inventory, transportation, etc., thereby making better decisions. It accelerates the response speed of the supply chain, enabling enterprises to quickly adjust production plans and logistics arrangements to cope with market changes and customer demands. In addition, supply chain informationization improves the efficiency of resource allocation, reduces resource waste, and lowers operational costs, improves logistics efficiency, reduces inventory and transportation costs. In terms of improving customer service levels, enterprises can more accurately predict market demand and provide more timely and personalized services. At the same time, supply chain informationization also enhances the collaborative ability of the supply chain, promotes cooperation and coordination between various parties, and achieves overall optimization of the supply chain.

3. Current Status of Supply Chain Management in Hefei Reying International Trade Co., Ltd.

3.1 Company Profile

Hefei Reying International Trade Co., Ltd. is a cross-border e-commerce enterprise focusing on providing high-quality international products. The company was established in 2020, with a registered capital of 1 million yuan, located in Hefei Economic Development Zone, Shushan District, Anhui Province. The company's scale is continuously expanding, with a professional management team and an efficient operation system. The main business areas cover a wide range of categories including infant formula milk powder, baby products, textiles, clothing, shoes, hats, toys, daily necessities, furniture, home products, electronic products, cosmetics, and sanitary products. The market positioning is as a supplier of high-end cross-border products

to meet the domestic consumers' demand for high-quality international products. (Chopra, S., & Meindl, P., 2016)

3.2 Current Status of Supply Chain Management

Hefei Reying's supply chain structure is relatively complex, involving suppliers, manufacturers, logistics service providers, and distributors from various countries and regions. The company has established long-term cooperative relationships with many well-known brands, such as Mead Johnson and Sanseung International Corporation, ensuring the quality and stability of product supply. In terms of logistics distribution, the company adopts various transportation modes, including sea, air, and land transport, choosing the appropriate transportation plan according to the characteristics of the goods and customer needs. At the same time, the company is actively exploring cooperation with third-party logistics service providers to improve the efficiency and quality of logistics distribution.

3.3 Challenges and Problems Faced

Although Hefei Reying has achieved certain results in supply chain management, it still faces challenges. Information silos lead to poor information transfer between departments, affecting overall efficiency, such as the procurement, production, and logistics departments cannot share inventory, order, and transportation information in real time, which can easily cause inventory backlog or shortage, logistics delays, and other problems. Inventory management is not accurate, market demand fluctuations and prediction errors, coupled with incomplete and lagging inventory information, make it difficult to control inventory levels, increasing costs and failing to meet market demands. The order processing efficiency is low, the process is cumbersome and lacks the support of automation tools, the processing time is long, and it cannot quickly respond to customer needs, affecting customer satisfaction and enterprise competitiveness. These problems reduce the company's operational efficiency, increase costs, reduce profitability, slow down market response speed, and damage service levels, putting the company at a disadvantage in competition. Therefore, Hefei Reying needs to strengthen the construction of supply chain

informationization, optimize management processes, and improve the efficiency and management level of supply chain operations to cope with market changes and competitive challenges and achieve sustainable development.

4. Practice of Supply Chain Informationization in Hefei Reying International Trade Co., Ltd.

4.1 Application of Supply Chain Management Software

4.1.1 Software Selection and Implementation

When selecting supply chain management software, Hefei Reying first considers whether the software's functions are comprehensive and whether they can meet the company's management needs from procurement, production, inventory to sales, and transportation. According to the "2023 China Supply Chain Management Software Market Research Report" released by iResearch, the comprehensiveness of functions is one of the most concerned factors for enterprises when selecting supply chain management software, with a proportion as high as 78.5%. Secondly, the stability and scalability of the system are also important considerations. As the company's business develops, the complexity of supply chain management will continue to increase, and the software needs to be able to adapt to future expansion needs. According to IDC's research data, 64.2% of enterprises believe that the scalability of supply chain management software is crucial to their business development. In addition, the quality of the supplier's service, including technical support, system maintenance, training services, etc., is also a focus when the company selects software. During the implementation process, the company has formulated a detailed project plan, clarifying the goals, scope, timetable, and budget of the implementation. At the same time, systematic training has been provided to relevant personnel to ensure that they can proficiently master the operation and use of the software. After the software is launched, the company has also conducted sufficient debugging and optimization to ensure the stable operation of the system and the smooth docking of business processes. (Oliver, K., & Utterback, V., 2013)

Table 1.

Supply Chain Management Software Selection Consideration Factors	Importance Proportion
Comprehensiveness of Functions	78.5%
System Stability and Scalability	64.2%
Supplier Service Quality	45.8%

4.1.2 Functional Modules and Business Process Integration

The supply chain management software used by Hefei Reying primarily includes functional modules such as procurement management, production management, inventory management, sales management, and transportation management. According to statistics from the China Federation of Logistics and Purchasing, procurement management, inventory management, and transportation management are the most widely used functional modules in supply chain management software, utilized by 89.3%, 92.7%, and 85.6% of enterprises, respectively. The procurement management module is closely integrated with the company's procurement process, enabling supplier information management, procurement order generation, and procurement progress tracking, thereby enhancing the efficiency and accuracy of procurement. The production management module is combined with the company's production planning and production process management, allowing for real-time monitoring of production progress, reasonable arrangement of production tasks, and timely order completion. The inventory management module aligns with the company's inventory control processes, facilitating real-time updates of inventory data, inventory alerts, and inventory audits, effectively reducing inventory costs and the risk of inventory backlog. The sales management module is integrated with the company's sales order processing and customer relationship management, enabling quick response to customer needs and improved customer satisfaction. The transportation management module is integrated with the company's logistics distribution process, optimizing transportation routes, arranging transportation plans efficiently, and enhancing the efficiency and quality of logistics distribution.

4.1.3 Application Effects and Problem Analysis

The application of supply chain management software has yielded significant results for Hefei Reying in various aspects. According to the company's internal data, the order processing time has been reduced from an average of 48 hours to less than 24 hours, resulting in a 50% improvement in order processing efficiency. The inventory turnover rate has increased from 4 times per year to 6 times, with inventory costs reduced by approximately 15%. However, there are also challenges in the application process. For instance, some functional modules do not align well with the company's actual business needs, leading to suboptimal performance in certain areas. The complexity of system integration is high, and compatibility with other systems needs further enhancement. Additionally, some employees lack proficiency in using the software, which affects the full utilization of its capabilities. To address these issues, the company needs to strengthen communication with the software supplier, customize and optimize the software according to actual business needs, enhance system integration and compatibility to ensure seamless integration between various systems, and increase employee training to improve their software usage skills. (Griffith, D. A., & Goh, M. R., 2003)

4.2 Application of Automation Tools

4.2.1 Order Processing Automation

Hefei Reying has introduced automation tools in the order processing link, such as order management systems and automatic sorting systems. According to research data from the China E-commerce Research Center, among enterprises that use order processing automation tools, 76.3% have reduced order processing time by more than 30%, and 68.9% have increased order accuracy by more than 20%. The order management system can automatically receive and process customer orders, generate corresponding procurement orders, production orders, and transportation orders based on order information, and track the

execution of orders in real time. The automatic sorting system can quickly and accurately sort and package goods according to order information, reducing the time and error rate of manual sorting. The application of these

automation tools has made the order processing process more efficient and smooth, significantly shortening the order processing time and improving customer response speed.

Table 2.

Automation Tool Application Effects	Enterprise Proportion
Order processing time reduced by over 30%	76.3%
Order accuracy improved by over 20%	68.9%

4.2.2 Inventory Management Automation

In the realm of inventory management, Hefei Reying has implemented automation tools such as automated warehouses and inventory robots. According to data from the China Automation Society, companies that utilize automated warehouses experience an average increase in warehouse space utilization of 40%, along with a 30% improvement in operational efficiency. Additionally, those employing inventory robots see a 50% reduction in inventory time and achieve inventory data accuracy rates exceeding 95%. The automated warehouse facilitates the automated storage and retrieval of goods, thereby enhancing warehouse space utilization and operational efficiency. The inventory robot automatically conducts inventory and updates inventory data in real time, ensuring the accuracy and timeliness of inventory information. The application of these automation tools has refined and optimized inventory management, further boosting inventory turnover rates and effectively mitigating risks associated with inventory backlog and shortages. Moreover, the automation of inventory management has reduced the workload and costs associated with manual inventory, thereby improving the overall efficiency of inventory management. (Chopra, S., & Meindl, P., 2016)

4.3 Supply Chain Data Analysis and Decision Support

4.3.1 Data Collection and Integration

Hefei Reying International Trade Co., Ltd. has adopted various data collection methods and tools in supply chain data analysis. Firstly, the company collects data in real time through devices such as sensors and bar code scanners. For example, sensors installed in the warehouse can monitor the storage environment and

quantity changes of goods, while bar code scanners are used to quickly record the information of goods entering and leaving the warehouse. Additionally, the company utilizes GPS tracking devices to monitor the location and status of transportation vehicles in real time, ensuring the transparency and traceability of logistics distribution.

In terms of data integration, Hefei Reying has implemented data warehouse technology to centrally store and manage data from different departments and systems. Through ETL (Extract, Transform, Load) tools, data is extracted, cleaned, transformed, and loaded to ensure the consistency and accuracy of data. For instance, the company integrates procurement data, sales data, inventory data, and transportation data into a unified data warehouse, providing a solid foundation for subsequent data analysis.

4.3.2 Data Analysis Methods and Tools

Hefei Reying employs a variety of data analysis methods and tools in supply chain data analysis. Common analysis methods include descriptive statistical analysis, predictive analysis, and prescriptive analysis. Descriptive statistical analysis is utilized to summarize and describe historical data, such as calculating the average, maximum, and minimum values of indicators like order quantity, sales, and inventory turnover rate. Predictive analysis leverages historical data and machine learning algorithms to forecast future market trends and demand changes.

Regarding data analysis tools, Hefei Reying utilizes software such as Excel, SPSS, and Tableau. Excel is employed for basic data organization and simple statistical analysis, SPSS is used for more complex statistical modeling and data analysis, and Tableau is utilized for data visualization, aiding

decision-makers in understanding data analysis results intuitively. Additionally, the company has introduced professional supply chain analysis software, such as SAP's supply chain management software, which integrates rich data analysis functions and provides comprehensive supply chain insights.

4.3.3 Application of Data Analysis in Decision Making

Data analysis plays a crucial role in the supply chain decision-making of Hefei Reying. The following are some specific case analyses:

Case 1: Inventory Management Decision

In terms of inventory management, the company has optimized inventory levels and structure through data analysis. By analyzing historical sales data and inventory data, the company identified that the inventory turnover rate of some products was low, occupying a significant amount of funds and warehouse space. For example, the data indicated that the inventory turnover rate of a certain infant formula milk powder was 2.5 times per year, significantly below the company's target of 4 times per year. Consequently, the company decided to implement promotional activities for these products to accelerate inventory turnover and adjusted the procurement strategy to reduce the procurement batch size, thereby lowering inventory risks.

Case 2: Transportation Route Optimization

In transportation management, the company has optimized transportation routes and methods through data analysis. By comprehensively analyzing factors such as transportation cost, transportation time, cargo weight, and volume, the company identified that the cost of some transportation routes was high, and the transportation time was lengthy. For instance, the data revealed that the average transportation time for the sea route from Shanghai to Guangzhou was 7 days, while the air route had an average transportation time of 2 days, albeit with air transportation costs being approximately 30% higher than sea transportation. As a result, the company decided to adjust the transportation route, opting for a plan with lower costs and shorter times. For goods with light weight and small volume, the company chose air transportation over sea transportation to enhance transportation efficiency and customer satisfaction. (Van Alstyne, M., 1998)

Case 3: Procurement Strategy Formulation

In procurement management, the company has developed a scientific procurement strategy through data analysis. By evaluating factors such as the delivery time, product quality, and price of suppliers, the company can select the optimal supplier. For example, the data showed that a certain supplier had a delivery time of 3 days, a product quality qualification rate of 98%, but the price was slightly higher than other suppliers. By considering both cost and service quality comprehensively, the company decided to establish a long-term cooperative relationship with the supplier and negotiate to reduce the procurement price.

From these cases, it can be seen that data analysis has provided strong support for the supply chain decision-making of Hefei Reying, helping the company to achieve supply chain optimization and efficiency improvement.

5. Achievements and Experience of Hefei Reying International Trade Co., Ltd. in Supply Chain Informationization Practice

5.1 Achievements

5.1.1 Improvement of Logistics Efficiency

Hefei Reying has significantly improved logistics efficiency through supply chain informationization. This is specifically reflected in the significant reduction of order processing time and the improvement of transportation efficiency. For example, after adopting an automated order processing system, the order processing time has been shortened from an average of 48 hours to less than 24 hours. In addition, by optimizing transportation routes and monitoring the transportation process in real time, the transportation time has also been effectively compressed. The data shows that the transportation time from Shanghai to Guangzhou has been shortened from 7 days to 4 days. These improvements not only accelerate the circulation speed of goods but also improve customer satisfaction with logistics services.

5.1.2 Cost Reduction

Supply chain informationization has played an important role in reducing operational costs. Firstly, through centralized procurement and supplier optimization, the procurement cost has been reduced by about 10%. Secondly, the application of information systems has reduced the complexity and error rate of manual operations, thereby reducing labor costs and

management costs. For example, the automated inventory management system has reduced the labor input for inventory counting, and the inventory management cost has been reduced by about 15%. In addition, optimized transportation routes and methods have also reduced logistics costs, with an average transportation cost reduction of 5%. These cost reductions have brought higher profit margins to the company, enhancing the competitiveness of the enterprise in the market. (Griffith, D. A., & Goh, M. R., 2003)

5.1.3 Improvement of Customer Service Level

Supply chain informationization has significantly improved the level of customer service. Through the real-time sharing of inventory and logistics information, customers can more accurately understand the inventory status and delivery progress of goods, improving their expectations and trust in order fulfillment. At the same time, the company can make personalized recommendations and precise marketing based on the customer's historical purchase data and behavior habits, enhancing the customer's shopping experience and satisfaction. The data shows that customer satisfaction has increased from 85% before the implementation of informationization to 90%. In addition, fast response logistics services have reduced customer waiting time and returns, enhancing customer loyalty.

5.2 Experience Summary

Hefei Reying has accumulated rich successful experience in the practice of supply chain informationization, which has important reference significance for other enterprises.

Firstly, the company focuses on top-level design, clarifying the overall goals and plans in the early stage of informationization construction, ensuring the coordination and integration of various systems and modules. This top-level design approach allows informationization construction to proceed in an orderly manner, avoiding the waste of resources and repeated construction.

Secondly, Hefei Reying strengthens personnel training, regularly organizing training courses in information technology and supply chain management to improve employees' understanding and operational skills of information systems. This not only improves employee work efficiency but also enhances their recognition and participation in

informationization construction.

Therefore, during the implementation of informationization, the system functions are continuously adjusted and optimized according to the actual operation and market changes. For example, based on customer feedback and business needs, the order processing system has been upgraded several times, adding functions such as order tracking and exception handling to better meet customer needs. These experiences indicate that when enterprises carry out supply chain informationization construction, they should plan from a strategic height, focus on talent cultivation, and continuously optimize system functions to achieve efficient operation and continuous improvement of the supply chain.

6. Case Study

6.1 Case Selection and Background Introduction

The cooperation project between Hefei Reying International Trade Co., Ltd. and Sanseung International Corporation is a typical case in its practice of supply chain informationization. The background of the project is that Hefei Reying faces complex order processing and low logistics distribution efficiency when expanding into the international market, which directly affects the company's market response speed and customer satisfaction. In order to improve the efficiency and response speed of the supply chain, the company decided to cooperate with Sanseung International Corporation to introduce advanced supply chain management software and automation tools. This project is not only of great significance to the supply chain management of Hefei Reying, but also provides valuable experience and reference for other enterprises in the construction of supply chain informationization.

6.2 Case Analysis

In this project, the informationization promotion process of Hefei Reying can be divided into several key links:

- **Project Initiation and Planning:** The company established a dedicated project team responsible for the planning and implementation of the project. The team members include supply chain management personnel, information technology personnel, and experts from SanCheng International. In the early stage of the project, the team conducted detailed

market research and demand analysis, and formulated clear project goals and implementation plans. For example, the project team found through research that the long order processing time is one of the main reasons for customer complaints, so shortening the order processing time was set as an important goal of the project.

- **Technical Application Innovation:** The project adopted a variety of innovative technologies. For example, a cloud-based supply chain management platform was introduced to achieve real-time data sharing and analysis. In addition, the Internet of Things technology was applied, and sensors and GPS devices were used to monitor the transportation status and inventory situation of goods in real time. The application of these technologies has enabled close collaboration between various links in the supply chain, improving overall operational efficiency. For example, the transportation time was shortened from an average of 7 days to 4 days through the Internet of Things technology.
- **Team Collaboration and Training:** The key to the success of the project lies in the close collaboration of the team. The company has provided systematic training for relevant personnel to ensure that they can proficiently master the operation and use of the new system. The training content includes software function introduction, data analysis methods, and the use of automation tools. Through training, the information literacy of employees has been improved, providing a talent guarantee for the smooth implementation of the project.

6.3 Case Implications

From the cooperation project between Hefei Reying and SanCheng International, the following implications can be drawn:

- **Deep Integration of Technology and Business:** The application of information technology must be closely integrated with the business processes of the enterprise to maximize its benefits. Hefei Reying has achieved the automation of order processing and the optimization of logistics distribution by combining the supply chain management software with the actual business processes. For example, the order processing time was shortened from an average of 48 hours to less than 24 hours.
- **Valuing the Value of Data:** Data is the core resource of informatization. Enterprises should focus on the collection, integration, and analysis of data, using data to drive decision-making. Hefei Reying has improved the accuracy of market forecasting and optimized inventory management and transportation routes through data analysis. For example, the inventory turnover rate has been increased from 4 times a year to 6 times through data analysis.
- **Continuous Innovation and Improvement:** The construction of informatization is a dynamic process that requires continuous innovation and improvement. Enterprises should adjust their informatization strategy in a timely manner according to market changes and technological development, introducing new technologies and methods. Hefei Reying has continuously optimized and upgraded system functions during the implementation of the project to better meet business needs and market changes.

These implications provide important references for other enterprises in the construction of supply chain informationization, helping enterprises to improve their supply chain management level and competitiveness in the fierce market competition.

Table 3.

Indicator	Before Informationization	After Informationization	Improvement Percentage
Order Processing Time (hours)	48	24	50%
Transportation Time (days)	7	4	42.9%
Inventory Turnover Rate (times/year)	4	6	50%

7. Conclusion and Outlook

7.1 Research Conclusion

Hefei Reying International Trade Co., Ltd. has achieved significant results in the practice of supply chain informationization. By introducing advanced supply chain management software and automation tools, the company has greatly improved logistics efficiency, such as reducing the order processing time to less than 24 hours, shortening the transportation time from 7 days to 4 days, and increasing the inventory turnover rate from 4 times a year to 6 times. In addition, informationization has effectively reduced operational costs, with the procurement cost reduced by about 10%, the inventory management cost reduced by about 15%, and the logistics cost reduced by 5%. The level of customer service has also been significantly improved, with customer satisfaction increasing from 85% to 90%. The successful experience of Hefei Reying includes focusing on top-level design, strengthening personnel training, and continuous optimization and iteration, which provide valuable references for other enterprises. (Van Alstyne, M., 1998)

7.2 Research Limitations and Future Outlook

This study is mainly based on the case analysis of Hefei Reying, which may have sample limitations and fail to fully cover the supply chain informationization of enterprises of different scales and industries. Future research can expand the sample range and explore the long-term impact of supply chain informationization on the competitiveness and sustainable development of different enterprises. It can also pay attention to the application prospects of emerging technologies such as artificial intelligence and blockchain in supply chain informationization.

7.3 Suggestions for Enterprises

- **Clarify Informationization Strategic Goals:** Enterprises should clarify the strategic goals of supply chain informationization according to their own business characteristics and development needs, formulate reasonable informationization plans, and ensure that informationization projects are consistent with the overall strategy of the enterprise.
- **Strengthen Talent Cultivation and Introduction:** Increase the training of employees to improve their information

literacy and skills, and pay attention to the introduction of professional talents with information backgrounds and experience to provide talent guarantees for the informationization construction of the enterprise.

- **Continuous Optimization and Innovation:** Regularly evaluate the implementation effects of informationization projects, identify problems in time and make improvements, actively explore the application of new technologies and methods in supply chain informationization, and continuously innovate business and management models to adapt to market changes and competitive challenges.

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