

Joint distribution models in fast-moving consumer goods wholesale enterprise: Comparative analysis and a case study

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ABSTRACT

Joint distribution means multiple clients were provided distribution services together by only one third-party logistics company. It is a unified plan and implementation used in distribution centres and a distribution activity implemented by multiple consortia. Many problems in distribution can be solved through the joint use of distribution warehouse, vehicles and reasonable logistics business, so as to optimize the overall logistics node and route arrangement. This paper mainly discusses the model of joint distribution of fast moving consumer goods, proposes three types of the optimization model of joint distribution system with Chaopi as an example. We draw the conclusion that Chaopi Trading Co., Ltd. is a joint distribution system optimization business model. This paper puts forward several basic distribution models and analyzes them in combination with practical applications, which has strong practical significance. Although the development of public distribution in China is not very fast, it is an inevitable trend. Through the efforts and explorations of the governments of various countries, there will be more and more choices of public distribution models.

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Modeli skupne distribucije blaga široke potrošnje v veleprodajnem podjetju: Primerjalna analiza in študija primera

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POVZETEK

Skupna distribucija pomeni, da več strankam distribucijske storitve zagotavlja samo eno zunanje logistično podjetje. Gre za enoten načrt in izvedbo, ki se uporablja v distribucijskih centrih, in distribucijsko dejavnost, ki jo uporablja več konzorcijev. Številne težave pri distribuciji je mogoče rešiti s skupno uporabo distribucijskega skladišča, vozil in razumnega logističnega poslovanja. Na ta način se optimizira celotno logistično vozlišče in se razporejajo poti. Prispevek obravnava model skupne distribucije blaga široke potrošnje na primeru podjetja Chaopi in predlaga tri vrste optimizacijskega modela skupnega distribucijskega sistema. Sklenemo lahko, da je poslovni model podjetja Chaopi Trading Co., Ltd. optimiziran skupni distribucijski sistem. Ta članek predstavlja več osnovnih distribucijskih modelov in jih analizira v kombinaciji s praktičnimi aplikacijami, kar ima velik praktični pomen. Čeprav razvoj javne distribucije na Kitajskem ni zelo hiter, je to neizogiben trend. S prizadevanji in vladnimi raziskavami različnih držav bo na izbiro vedno več modelov javne distribucije.

PODATKI O ČLANKU

Ključne besede:

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Veleprodajno podjetje;
Blago široke potrošnje;
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