

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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