
摘要

餐饮企业是我国三大产业的一个重要组成部分，在我们的社会生活中起了十分关键的作用。尤其在这几年中，餐饮企业的发展速度十分惊人，成为当下几个热门产业之一。现如今伴随着越来越激烈的市场竞争，同时还要兼顾消费者们所需服务的多样化以及他们的个性化要求，为保证食材的新鲜度，为减少商品销售的机会损失，提高工作效率和仓库有效利用率，对配送方面提出了更加严格的要求。肯德基作为跨国的连锁企业的代表之一，它凭借着高效配送水准在全世界都广受好评。

本文将以金华市肯德基的配送系统作为研究对象，对其进行深入研究，对他存在的问题进行分析并提出对策。本文首先介绍了物流配送的相关理念，包括物流配送概念和对企业的意义以及作用。然后介绍的是目前金华市肯德基以及他的物流配送现状。根据其物流配送现状分析了金华市肯德基的物流配送系统存在的问题。最后按照前文所提问题提出解决措施。

关键词：物流业；肯德基；供应商管理；配送管理

Abstract

The catering enterprise is one of the most important categories of the three major industries in China, and it takes a very necessary place in our social life. Especially in these years, the development speed of catering enterprises is very amazing, and it has become one of the current several hot industries. Nowadays, more stringent requirements are put forward for distribution due to today's increasingly fierce market competition. The public pays more attention to distribution as to meet the diversified and personalized needs of consumers, to ensure the freshness of food materials, to reduce the opportunity loss of commodity sales, to improve work efficiency and the effective utilization rate of warehouse. KFC, as one of the representatives of multinational chain enterprises, is widely praised by the world for its efficient distribution level.

Based on the context above, this paper takes the distribution system of KFC in Jinhua City as the research object, through an in-depth study on it, focuses its existing problems and then carries out relative countermeasures. First, this paper introduces the related concepts of logistics distribution consisting of the concept of logistics distribution and its significances and effects of enterprises. Second, this paper introduces the current situation of KFC and its logistics distribution. Third, in accordance with the current situation of logistics and distribution, this paper proposes the existing problems of KFC's logistics and distribution system. In the last part, the paper suggests some available solutions to solve matters above.

Key words:Logistics industry; KFC; supplier management; distribution management

目 录

1 引言	1
2 物流配送的相关理论概述	2
2.1 物流配送的概念	2
2.1.1 物流配送的概念	2
2.1.2 配送的发展和理解	2
2.2 物流配送的类型	3
2.2.1 自营型配送模式	3
2.2.2 共同型配送模式	4
2.2.3 第三方配送模式	4
2.2.4 供应商配送模式	4
2.3 物流配送的意义	5
3 金华市肯德基的配送管理现状分析	6
3.1 金华市肯德基简介	6
3.1.1 肯德基简介	6
3.1.2 金华市肯德基简介	6
3.2 金华市肯德基配送现状	6
3.2.1 金华市肯德基的物流模式	6
3.2.2 金华市肯德基物流配送现状	7
4 金华市肯德基物流配送的问题	8
4.1 金华市肯德与供应商之间存在的问题	8
4.1.1 金华市肯德基的供应商选择和管理问题	8
4.1.2 金华市肯德基与供应商的信任问题	8
4.2 金华市肯德基配送上存在的问题	9
4.2.1 金华市肯德基配送质量和服务问题	9
4.2.2 金华市肯德基配送效率和成本问题	11
4.2.3 金华市肯德基配送信息问题	12

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