

“双十一”期间快递发展策略研究

摘要：由于技术的发展和互联网的普及，Internet 营销变得越来越流行。淘宝“双十一”销售业绩一直是人们关注的焦点，并创下了新高。在过去的两年中，作为 21 世纪的主要商业模式的中国在电子商务领域得到了快速发展，许多类型的交易网站为消费者提供了大量产品。当许多国内电子商务平台从“双十一”问询转向中国的贸易展览时，消费者感到非常兴奋。但是，由于物流管理体系不完善，我们无法跟上电子商务的发展，这是分销的障碍。没有良好的知识和对电子商务物流的认真关注，几乎不可能知道中国电子商务的好处。本文从课题研究的相关背景入手，阐述和分析“双十一”库存及运输存在的问题，并针对存在的问题提出相应的解决对策。

关键词：物流管理；“双十一”；库存；运输

Abstract

With the development of science and technology, the popularization of network, network marketing is becoming more and more popular. Taobao's "double 11" sales record has become the focus of attention. E-commerce, as the mainstream business model in the 21st century, has been growing rapidly in China in the past two years. Various types of shopping websites provide consumers with a large number of commodities. When some e-commerce platforms in China successfully turned "double 11" from singles' day into a shopping spree for Chinese, consumers seemed to switch into a state of euphoria. However, due to the defects of the transportation management system, it is impossible to monitor the development of e-commerce, which constitutes a disadvantage of distribution. Without full understanding and attention to e-commerce transportation, it is difficult to bring the benefits of e-commerce into China. Starting from the relevant background of the research, we describe and analyze the problems existing in the storage and transportation of the "Double Eleven", and propose corresponding solutions.

Keywords : Logistics management; "Double eleven"; The inventory; transport

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