

顾客自提的电商配送模式发展现状与对策研究

摘 要:

如今中国物流已经具有相当的规模,尤其是以电商物流为代表的物流服务了中国大部分的普通消费者。面对顾客日益增长的对高质量和高效率的服务于发展不平衡不充分的物流配送体系之间的矛盾,配送模式的创新就显得很有必要。本文通过对已有的相关理论进行了分析,通过几个代表性的企业对行业进行分析从而得出行业存在的问题。据此我针对性地提出了发展对策

本文提出通过政府部门扶植物流行业的发展,加强物流基础设施建设等对策性的建议来保证物流行业的稳固发展,以“快递班车”的模式拓展末端的业务和培育农村市场;用“子母配送”的模式来解决末端低效率的配送点来节约人力和成本投入,同时满足夜间低需求量的配送需求;用智能快递柜上楼的方式,解决末端配送效率低的问题,提高了包裹的派件效率和顾客的物流服务体验。

关键词: 顾客自提; 电商配送; 菜鸟驿站; 丰巢; 无人配送

Research on the Current Situation and Countermeasures of the Development of E-commerce Delivery Models Based on Customers

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Abstract:

Nowadays, Chinese logistics has a considerable scale, especially the logistics represented by e-commerce logistics serves most of the ordinary consumers in China. In the face of the increasing contradiction between customers' high quality and high efficiency service to the unbalanced development of logistics distribution system, the innovation of distribution mode is very necessary. This paper analyzes the existing related theories and analyzes the industry through several representative enterprises to get the problems existing in the industry. Accordingly, I put forward the development countermeasure pertinently This paper puts forward some countermeasures to ensure the steady development of logistics industry by supporting the development of logistics industry, strengthening the construction of logistics infrastructure, expanding the terminal business and cultivating the rural market.

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keywords: Customer self-delivery; e-commerce distribution; cainao post; Fengchao Unmanned distribution

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