
供应链环境下对云鸟配送业务的改进策略研究

摘 要

物流企业的配送环节一直是企业资源的重大调配环节，配送效率的低下会遏制企业的发展，配送业务流程的改进与管理，是企业发展的话题。

于是提出从物流供应链环境的角度来研究北京云鸟物流科技公司在承接配送活动时的策略改进，并运用了最优调度模型来提高物流配送效率，并提出了供应链配送与传统配送业务的区别。目前企业存在如下问题：上游供应链的公司业务量较少，供应不到位，下游企业运输环节成本较高，物流信息不准确，跟踪不到位，车辆调度问题，配送线路冗杂，业务承接比后期配送更重视，避重就轻，总体来说整体配送水平效率较低，这就要求企业运用物流结合资金流，信息流，实现从组织车队到培训车队，形成自己的企业配送模式，经过市场的检验，成为新型独角兽企业，面对各种各样的社会、市场的挑战和检验，如何完善业务模式，实现企业最优调度，研究出适合自己企业的物流与互联网完美契合地新发展。

关键词：供应链管理； 最优调度模型； 配送业务改进策略

ABSTRACT

The distribution link of logistics enterprises has always been a major allocation link of enterprise resources, the low productiveness of distribution curbs the development of enterprises, the momentous and management of distribution business process is a vital topic of enterprise development.

Thus, from the mind of logistics supply chain environment, this paper commends to study the tactic improvement of Beijing cloud bird logistics technology company in undertaking distribution activities, and USES the optimal scheduling model to improve the efficiency of logistics distribution, and puts forward the difference between supply chain distribution and traditional distribution business. At present, the enterprise has the following problems: Upstream of the supply chain business volume is less, supply does not reach the designated position, transportation cost is higher, the downstream enterprises logistics information is inaccurate and tracking does not reach the designated position, the vehicle scheduling problem, transportation lines stretched. Business to undertake value, more than the late delivery will evade, overall efficiency of the distribution level is low, which demand the enterprise under the combination of logistics flow, information flow, realize from the organization team to practice team, form their own enterprise distribution model, after inspection, the market become new unicorn enterprise, in the face of all kinds of social and market challenges and inspection, how to improve the business model and achieve the optimal dispatching enterprise, Research for their own enterprises logistics and Internet perfect new development.

Key words: supply chainmanagement; optimal scheduling model; Distribution
Activity improvement strategy

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