摘 要

近几年，电商市场逐渐发展壮大，我国各地的电商企业都得到了很大的改观，在电商的发展中得到了长足的进步，但是在我国宁夏地区的农村电商发展还有进步的空间，农村电商在发展过程中借助电商的蓬勃发展趋势，已经有了很快的发展，但是在农村电商物流配送的问题上还存在着诸多问题，这主要与宁夏的农村存在着物流配送体系不健全、配送模式不完善等原因相关，基于此，本文总结了宁夏农村物流配送的四个问题：基础设施不完善、配送体系不健全、物流人才匮乏、基站过少。并通过分析对比研究，随后提出有效的解决对策：完善共同配送模式、改善客户关系管理、提高配送站点间的衔接性、建立公共信息平台、完善奖惩机制及权责关系。

关键词：农村电商物流；末端配送；优化与对策

ABSTRACT

In recent years, the e-commerce market has gradually developed and expanded, and e-commerce enterprises in various parts of China have been greatly improved, and considerable progress has been made in the development of e-commerce, but there is still progress in the development of rural e-commerce in Ningxia In the development process of rural e-commerce, the rapid development trend of e-commerce has been developed rapidly, but there are still many problems in the logistics distribution of rural e-commerce, which is mainly related to the rural areas of Ningxia. Reasons such as imperfect logistics distribution system and imperfect distribution model are related. Based on this, this article summarizes four problems of rural logistics distribution in Ningxia: imperfect infrastructure, imperfect distribution system, lack of logistics personnel, and too few base stations. And through analysis and comparative research, and then put forward effective solutions: improve the common distribution model, improve customer relationship management, improve the connection between distribution sites, establish a public information platform, improve the reward and punishment mechanism and the relationship between power and responsibility.

Key words: rural e-commerce logistics; terminal distribution; optimization and countermeasures

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