

苏宁盐城分公司物流服务供应商选择研究

摘要：随着世界经济的发展，当今市场的竞争推动了各地区经济间的交流与贸易。因此，任何一个企业都无法保持所有领域的竞争优势，所以企业必须注意核心业务，把非核心业务外包，进而使第三方物流企业得以诞生和发展。物流供应商的实力是关键影响因素，选择正确的物流服务供应商才能充分发挥物流的作用，其不但能降低物流成本，还能提高服务质量。因此构建选择模型，有效选择符合条件的物流供应商具有重要的现实意义。

本文通过对苏宁盐城分公司的物流服务供应商的评价与选择，首先阐述第三方物流供应商的相关理论，并结合企业现实情况，列举企业选择供应商所表现出的问题，从物流能力、作业效率等方面进行研究，根据实际情况设立评价指标原则，构建评价指标体系，制定评价标准，然后利用层次分析法等选择评价方法对苏宁盐城分公司进行物流服务供应商的选择，最后得出研究结果并选择正确的物流服务供应商。这样有利于零售型企业的物流管理，为企业提供了科学的依据，并且为企业评价与选择物流服务供应商时提供参考。

关键词：物流服务供应商，评价指标体系，选择评价方法

Study on the selection of logistics service providers in Suning Yancheng branch

Abstract:With the development of the world economy, competition in today's market has promoted exchanges and trade among the economies of various regions. Therefore, no one company can maintain its competitive advantage in all fields, so companies must pay attention to core business and outsource non-core business, thereby enabling the birth and development of third-party logistics companies. The strength of logistics suppliers is a key influencing factor. Only by choosing the right logistics service provider can the role of logistics be fully exerted, which can not only reduce logistics costs but also improve service quality. Therefore, it is of great practical significance to construct a selection model and effectively select qualified logistics suppliers.

In this paper, through the evaluation and selection of logistics service providers of Suning Yancheng Branch, we first elaborate the relevant theories of third-party logistics providers, and take into account the situation of the enterprise itself, to find out the problems of enterprise-related supplier selection. Research on capabilities and operational efficiency, establish evaluation index principles based on actual conditions, construct evaluation index systems, formulate evaluation standards, and then Use AHP and other selection and evaluation methods to select the logistics service providers of Suning Yancheng Branch. And finally get the research results and choose the right logistics service provider. This is conducive to the logistics management of retail enterprises, provides a scientific basis for enterprises, and provides a reference for enterprises to evaluate and select logistics service providers.

Key words:Logistics service provider, evaluation index system, selection of evaluation method

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