

# 提供快速送達服務的網購平台經營策略之研究

葉哲丞, 陳昭華

運輸科技與物流管理學系

管理學院

erchen@chu.edu.tw

## 摘要

As the advancement of competitive business environment lots of on-line shipping companies start to provide fast delivery service though multi-warehouse operations. However, new issues emerge to be resolved, such as the problem of making customers to receive ordered commodity through two instead of one delivery service. Such an inefficient service could be resolved through VMI operations by the supplier and proper selection mechanism in choosing appropriate 3rd LSPs to do delivery service. Essentially, the on-line shopping company faces with a multi-objective problem while in performing fast delivery through multi-warehouse operations. The on-line shopping company has to do a trade-off between lower delivery cost and higher delivery service quality. Based on the results of literature review, this study proposed competitive operations strategies for on-line shopping companies in providing low-cost and high quality of fast delivery service.

**關鍵字** : Online Shopping Company, VMI, Third-party Logistics, Operations Strategy