

# 昆明盒马鲜生食品物流配送模式研究

## 摘要

本文以昆明盒马鲜生为案例，研究盒马鲜生物流配送现状，分析探讨了生鲜食品物流配送过程中存在的问题及原因有高素质人才不足、技术设施比较落后、操作不规范、食品冷链信息不完善、管理流程有待完善，并给出引进专业物流人才、加强硬件设施强化技术手段、整合现有资源完善物流操作、提高信息管理效率、降低成本、规范管理流程，建立行业风险识别标准的意见建议。

**关键词：**生鲜产业；冷链物流；物流配送；饮食安全

## **ABSTRACT**

This paper takes Kunming HEMA fresh food as a case to study the current situation of HEMA fresh biological distribution, analyzes and explores the problems and reasons in the fresh food logistics and distribution process, including the shortage of high-quality talents, backward technical facilities, irregular operations, and poor food cold chain information. Improvement, management process needs to be improved, and suggestions on introducing professional logistics talents, strengthening hardware facilities, strengthening technical means, integrating existing resources, improving logistics operations, improving information management efficiency, reducing costs, standardizing management processes, and establishing industry risk identification standards.

**Keywords:** Fresh food industry; cold chain logistics; logistics distribution; food safety

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