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# 基于模糊综合评价法的成都快递网点选址研究

## 摘 要

2019 年快递业务量达 630 亿余件。预计到 2022 年,中国快递业务量将达 784 亿件,快递收入将达 9309 亿元。快递行业的蓬勃发展展现出强大的生命力,而快递网点合理的选址能够减少货物运输费用,从而大大降低运营成本,所以快递网点的合理选址对快递业的发展具有重要的影响。

在快递网点的选址决策中,需要考虑的因素复杂又众多,需要考虑多种因素制约,快递网点选址问题是模糊的,难以量化的,而模糊综合分析法这一通过模糊数学评价对受到多种因素制约的事物或对象进行总体评价的方法能较好的解决这一问题。本文将以顺丰物流为例,运用模糊综合分析法对快递网点选址进行研究。

在个物流系统中,快递网点作为末端物流,直接接触用户。科学的、合理的快递网点的选址大幅度提高了快递企业的效率以及服务质量,从而让用户满意,让快递企业在市场竞争中占据优势

关键词 快递网点; 选址; 模糊综合评价法

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## Abstract

In 2019, the volume of express delivery reached 63 billion pieces. It is expected that by 2022, the volume of express delivery in China will reach 78.4 billion pieces and the revenue of express delivery will reach 930.9 billion yuan. The rapid development of express industry shows a strong vitality, and the reasonable location of express outlets can reduce the freight transportation costs, thus greatly reducing the operation costs, so the reasonable location of express outlets has an important impact on the development of express industry.

In express outlets location decision, to consider the complex and many factors, need to consider many factors restrict, express network location problem is fuzzy, hard to quantify, and fuzzy comprehensive analysis method that by fuzzy mathematical evaluation is restricted by various factors of things or object for overall evaluation method can better solve the problem. This paper will take sf logistics as an example, using fuzzy comprehensive analysis method to study the location of express outlets.

In the logistics system, express delivery outlets act as terminal logistics and directly contact users. The site selection of scientific and reasonable express outlets greatly improves the efficiency and service quality of express enterprises, so as to satisfy users and give express enterprises an advantage in the market competition

Key words express delivery outlets; The location; Fuzzy comprehensive evaluation method

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