

成都红旗连锁超市配送中心选址研究

摘 要

配送是目前物流活动组成中的重要一环，同时也在日常物流活动中起着很重要的作用，在当今经济呈全球发展的背景下，伴随着电子信息技术的发展，物流行业也是快速同步的发展着。配送对配送中心的选址方面的要求也变得越来越严格，可以说既是机遇发展同时也是行业中的一种挑战。在对配送中心的选址优化在此时就展现出了它的重要性。红旗连锁超市作为中国 A 股市场便利连锁超市上市公司，对配送选址方面也是十分重视。

由于红旗超市在市内网点分布很多，因此本文结合成都红旗连锁超市的实际情况，利用重心法和层次分析法(AHP)的优势、基本原理和基本解题步骤，把红旗连锁超市在成都三环以外到绕城高速 12 个门店进行建模分析，根据计算结果确定选址的具体位置，通过两种方法的验证比较确定选址的具体模型方案。深入研究超市配送中心的选址问题，才能促进连锁超市在配送过程中得到合理化发展，以此对配送系统的效率和效益进行提高，这对于该企业有着重大的作用和意义。

关键词：配送中心；选址；优化设计；重心法；层次分析法

ABSTRACT

Distribution is an important part of the composition of logistics activities, but also plays an important role in daily logistics activities, in today's economic development of the background, with the development of electronic information technology, logistics industry is also rapid and synchronized development. Distribution is also becoming more and more stringent in terms of location of distribution centers, which can be said to be both an opportunity development and a challenge in the industry. Optimizing the location of a distribution center demonstrates its importance at this time. Red Flag supermarket chain as China's A-share market to facilitate supermarket chain listed companies, distribution site is also very important.

Because the red flag supermarket in the city network distribution is many, so this paper combined with the actual situation of Chengdu Red Flag supermarket chain, using the center of gravity method and hierarchical analysis method (AHP) advantages, basic principles and basic problem-solving steps, the Red Flag supermarket chain in Chengdu outside the three rings to the city high-speed 12 stores modeling analysis, according to the calculation results to determine the specific location of the site, through the verification of the two methods to determine the specific model of the site. In-depth study of the location of supermarket distribution center, in order to promote the supermarket chain in the distribution process to be rationalized development, so as to improve the efficiency and efficiency of the distribution system, which has a great role and significance for the enterprise.

Key words: Distribution center ; The location ; Optimized design ; Gravity method ; Analytic hierarchy process

目 录

<u>第 1 章 绪论</u>	1
<u>1.1 研究的背景和意义</u>	1
<u>1.1.1 研究的背景</u>	1
<u>1.1.2 研究的意义</u>	1
<u>1.2 国内外相关研究综述</u>	2
<u>1.2.1 国外研究综述</u>	2
<u>1.2.2 国内研究综述</u>	3
<u>1.3 研究的方法和内容</u>	4
<u>1.3.1 研究的方法</u>	4
<u>1.3.2 研究的内容及框架</u>	4
<u>第 2 章 相关理论概述</u>	7
<u>2.1 连锁超市物流配送概述</u>	7
<u>2.1.1 连锁超市的概念</u>	7
<u>2.1.2 连锁超市物流配送的特点</u>	7
<u>2.2 配送中心概述</u>	8
<u>2.2.1 配送中心的产生与发展</u>	9
<u>2.2.2 物流配送中心的分类及功能</u>	11
<u>2.3 配送中心选址概述</u>	14
<u>2.3.1 连锁超市配送中心选址的原则</u>	14
<u>2.3.2 配送中心选址的步骤</u>	14
<u>2.3.3 配送中心选址的一般方法介绍</u>	15
<u>2.4 重心法和层次分析法介绍</u>	16
<u>2.4.1 重心法介绍</u>	16
<u>2.4.2 层次分析法介绍</u>	18
<u>第 3 章 成都红旗连锁超市配送中心选址现状及存在的问题</u>	21
<u>3.1 成都红旗连锁超市的概况</u>	21

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