

RUSTA 国际供应链运营问题与对策研究

摘 要

本文根据 RUSTA 跨国连锁超市的国际经营状态以及与供应链的联系,来具体分析供应链中各个环节操作的管理问题。第一,简述 RUSTA 的发展状况,对 RUSTA 的发展做简单的描述;第二,简述 RUSTA 国际供应链的运营现状;第三,简述 RUSTA 国际供应链的供应商开发问题、产品开发问题、包装问题、质量控制问题、交付问题、运输问题、以及储存问题等;第四,针对 RUSTA 的国际供应链上的问题,结合 RUSTA 实际案例和学过的理论知识以及相关工作经验提出针对性的解决方案。本文结合采购管理、质量管理、国际贸易操作管理、运输管理、以及储存管理等对 RUSTA 的国际供应链实际操作方面的不足以及改善的分析。

关键词: 跨国公司; 国际供应链; 采购管理; 国际连锁超市

ABSTRACT

With the advancement of global trade, more and more companies have begun to explore overseas markets and are no longer satisfied with the development of their own countries or regions. They have set their sights on the international stage, especially international chain supermarkets, and are more urgent for the advantages of various markets. The collection and acquisition of the market to make up for the deficiencies in their own market. For resource-poor countries, they increasingly rely on the international market, and more and more large companies and enterprises are no longer satisfied with the advantageous resources of a certain market, while have concentrated multiple advantageous resources for their own use. This makes the international supply chain industry more diversified, needs to meet the needs of multiple markets at the same time. It puts forward new and higher requirements on the actual operation of the international supply chain, brings to the actual operation of the international supply chain more challenges.

Based on the international operational status of RUSTA multinational supermarket chains and the connection, this article analyzes the management problems of each link to the supply chain. Firstly, briefly describe the development status of RUSTA, and briefly describe the development of it; Secondly, briefly describe the operating status of RUSTA's international supply chain; Thirdly, briefly describe the supplier development issues, product development issues, packaging issues, quality control issues, delivery issues, transportation issues, and storage issues of the RUSTA international supply chain; Fourthly, aiming at the problems of RUSTA's international supply chain, combining RUSTA's actual cases and learned theoretical knowledge and related work experience to propose targeted solutions. This article combines procurement management, quality management, international trade operation management,

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