

A Study of Distribution Channel Structure and Operating Models of Taiwan 's Logistics Industry

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ABSTRACT

By offering the products with multiple types and small quantity, a modern logistic company is capable of reducing the distribution channel such that the cost of procurement is cut down and the efficiency of distribution is promoted. Therefore, it deserves to study the problems that the positioning of administration strategy and the characteristics of distribution structure for the professional logistic companies. The study conducted a survey on the domestic logistic companies to investigate the process of distribution service and their logistic strategies. Besides, this study also investigated the retailers to find the problems derived from demand side and to realize the degree of satisfaction for logistic service offered by the third party logistics. As a result, the logistics and service required to be improved for the logistic companies were suggested. Some important findings obtained from this study are summarized as follows: 1. The main customers of logistic company come from manufacturers and vendors; the proportion of merchandise distributed from relative enterprise is higher than that of other companies. The result also shows that for most companies, the distribution cost is counted by the ratio of transported product value. 2. There are some differences for the logistic function among the domestic logistic companies due to the discrepancy of operation planning. And, this results in a significant difference of service characteristics of distribution activities. 3. For the suppliers, the logistic function should be enhanced so as to satisfy the needs of retailers and to increase the performance of logistic service.

Keywords : logistic company ; distribution channel ; logistic function

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