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Status and Optimization Strategies Based Supermarket Chain of the Supply Chain and Distribution Mode

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ABSTRACT

With the development of supermarket chains in China, the competition intensified, logistics and distribution is gradually becoming a key factor of the competitive strength of the supermarket chains. The supermarket chain logistics development to some extent affects affected the development of supermarket chains. This paper analyzes the present situation of the distribution pattern of the supermarket chains, and target optimization strategies, trying to figure out Suguo supermarket, for example.

KEYWORDS

Distribution Mode; Supermarket Chains; Strategy

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