

制造商经销再制造商产品的合作模式研究

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The Research on the Model that the Remanufacturer Collaborates with the Manufacturer in the Same Channel

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摘要 本文初步研究了考虑回收情况下, 制造商经销再制造商产品的合作模式。首先, 求得再制造商与制造商在合作模式中的最优决策价格。其次, 求得再制造商与制造商在竞争模式中的最优决策价格。再次, 主要通过数值仿真, 从价格、销售量、回收率、盈利等角度对合作模式与竞争模式进行比较研究, 并得到企业选择合作模式的前提条件。

关键词: 合作模式 竞争模式 制造商盈利 再制造商盈利

Abstract: On the consideration of recycling, this paper initially demonstrates the collaborative model that a manufacturer distributes the product which comes from a remanufacturer. Firstly, we get the optimal price decisions of the remanufacturer and the manufacturer. Secondly, we get the optimal price decisions in the competitive model. Finally, through numerical simulation, we compare the two models from the perspective of the equilibrium price, sale volume, return rate of used products and the profit, and get the precondition that the firm chooses the collaborative model.

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