

考虑批发价格更新的易逝品的零售商订货策略

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Optimal Retailer's Order policy for Perishable Products with Wholesale Price Updating

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摘要 易逝品的供应链管理作为供应链管理的一个重要分支,日益受到关注和重视。易逝品供应链管理的一个核心问题就是:制造商如何吸引零售商尽早订货和零售商如何针对制造商的吸引措施来进行合理订货。本文研究考虑批发价格更新的易逝品的零售商的订货策略,制造商通过为零售商提供不同批发价格的两次订货机会,来实现制造商和零售商的共赢。通过对开始时刻和批发价格更新后的系统进行建模和讨论,得到了制造商提供的两次不同的批发价格应满足的条件和零售商应该采取的优化的订货与调整策略。

关键词: [易逝品](#) [批发价格更新](#) [订货策略](#) [供应链管理](#)

Abstract: Supply chain management for perishable products is an important branch of supply chain management, and is focused on more and more. One of key problems of supply chain management is how the manufacturer attracts the retailer to order as early as possible, and how the retailer makes an optimal order according to the manufacturer's attractive measures? In this paper, the optimal retailer's order policy for perishable with wholesale price update is studied. The supply chain gains co-win for both manufacturer and retailer via the manufacturer providing two ordering chances for the retailer. Based on the models for the system at the beginning time and after the wholesale update, some analysis and discussion are processed, the condition that the two different wholesale prices should be met and the optimal ordering policy that the retailer should be taken are proposed.

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