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Abstract
A firm can adopt either self-run logistics or the third party logistics as the logistics mode. Both of them bring favorable and unfavorable elements to a firm due to different techniques and economic characteristics. It is really a dilemma for a firm to make a choice from different logistics modes. Based on various factors, this study provides a systematic model for enterprise logistics strategies. There are 3 stages in the decision-making procedure. Stage 1 is to analyze logistics capabilities in a firm. It is the basis of logistics outsourcing. When a firm is conscious of a gap existed in logistics capabilities, it will seek for help externally. Stage 2 is to analyze the core business of a firm. This is mainly used to identify whether logistics operation is the core business of the firm or not. If it’s not, a firm may tend to select a logistics outsource. Stage 3 is to establish logistics strategies. SWOT is used to consider factors that affect strengths, weaknesses, opportunities and threats of logistics in a firm. Qualitative and quantitative factors are combined to provide more reasonable strategies for firm to operate logistics.
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