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Abstract
Facing the fierce competition environment, enterprises can"""t fight alone in singles but must aim at the most advantages in the whole supply chain to satisfy customers' need. Logistics is playing a very important role in entire supply chain. It is not only merely sending the products to consumers' hands, but also collecting recycled products from customers because of consumers' discontent or environmental consideration.

Since there are many complicated operations within logistics, and in order to reach operational economic scale, more and more companies search for third-party logistics provider to deal with overall logistic process. Evaluation a reverse of third-party logistics provider must consider many aspects. In this research, a performance evaluation model was proposed to offer the using of the administrator.

In order to this evaluation model can to arrive at Consistency and objectivity, this model regards the balance scorecard as the initial structure, appling SWOT analysis state enterprise's vision and mission to identify the enterprise's direction. Applying the factor analysis method was used to select the key performance indexes based on the identified influence factors. Applying the analytical network process method, the relative weights of key performance indexes were determined. An empirical case study is also provided to demonstrate the usage of this model.

Assessing the way in performance that this research institute puts forward, this research can supply enterprises with reference and guide in designing and planning the whole reverse logistics system. Besides that, it also can offer an objective method about the balanced scorecard to help enterprises assess the reverse of third-party logistics rapidly and benefit the management of reverse logistics decisions.
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