



Research School for Operations
Management and Logistics

Last Mile Delivery Methods using Smart Logistics Concepts in Omni-channel Retailing

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The objective of this project is to research the new strategies in transportation in the omnichannel retail environment. Digital channels allow consumers to switch between channels throughout their shopping journey. Thus omnichannel retail requires designing supply chain network models that integrate Digital and store channels for an efficient execution of last mile logistics. This includes modeling of customer choice of fulfillment, delivery and time-scheduling management. In the project will be considered 2- and multi-echelon distribution system with several pick-up modes: attended home delivery, reception or delivery boxes, dedicated collected points.