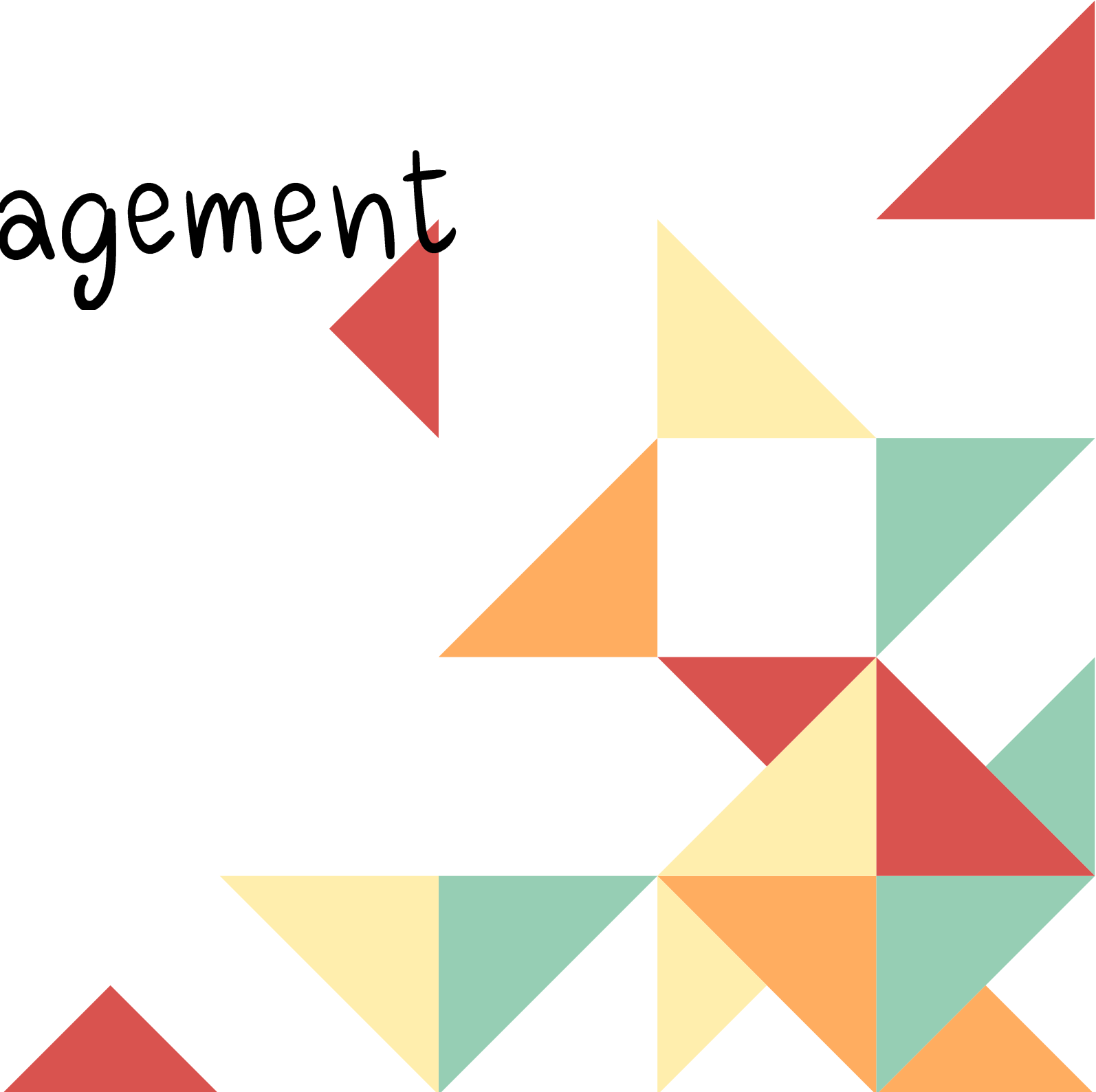


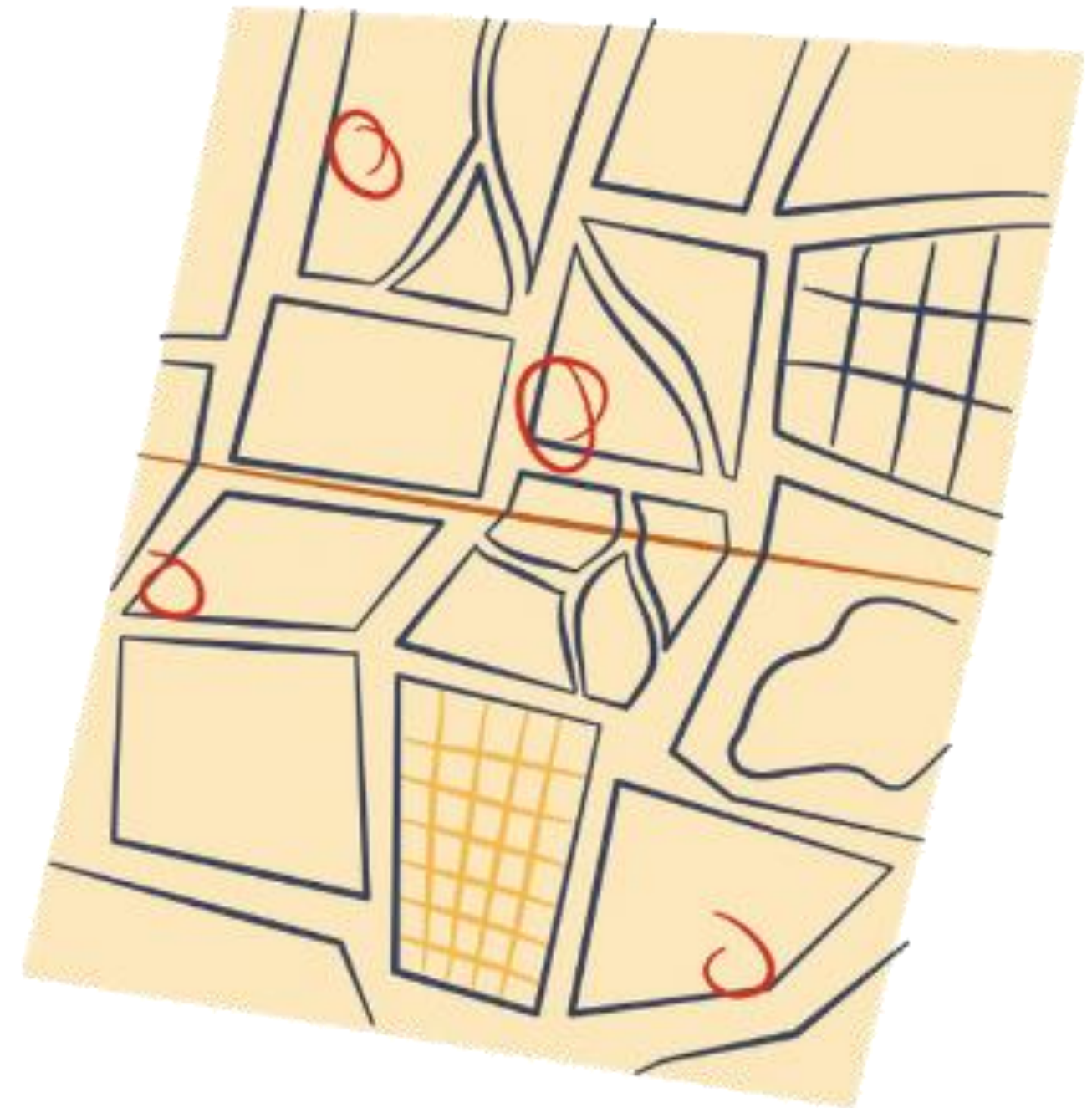
Distribution and Distribution Center Management



▶ LOG2208 การจัดการการกระจายสินค้าและศูนย์กระจายสินค้า

Distribution and Distribution Center Management

Role and importance of distribution centers in economic systems and logistics processes Location selection, operational planning in distribution centers; Distribution center management Using information technology to create competitiveness Planning and strategy for product distribution





Fulfillment Center



Fulfillment Center



Fulfillment Center

Difference Between

Fulfillment Center

Only used for storing products

Used for both B2B and D2C businesses

Goods stored for longer duration

Primitive technology

Seller-centric



Distribution Center

Offers VAS services like packing, product mixing along with storage

Mainly used for B2B businesses

Goods stored for shorter duration

Equipped with advanced technologies

Customer-centric

Fulfillment Center

Pros

- Delivers goods straight to your customers
- Frees up space occupied by your inventory
- Located close to your customers for short shipping times
- Trained staff receives and handles your inventory
- Can pick and pack products for you
- Kitting services are often available
- Can label shipments and sometimes offer custom packaging
- May have a customer service division you can use
- Will manage returns and offer reverse logistics services
- Outsourcing logistics needs allows you to focus on your business's strengths
- Automation offers transparency throughout each step of your supply chain

Cons

- Limited storage space available at any given time
- Only offers short-term storage
- Unsold inventory becomes more expensive to store
- Unable to ship large amounts of goods in bulk
- More expensive than a distribution center due to location and additional services

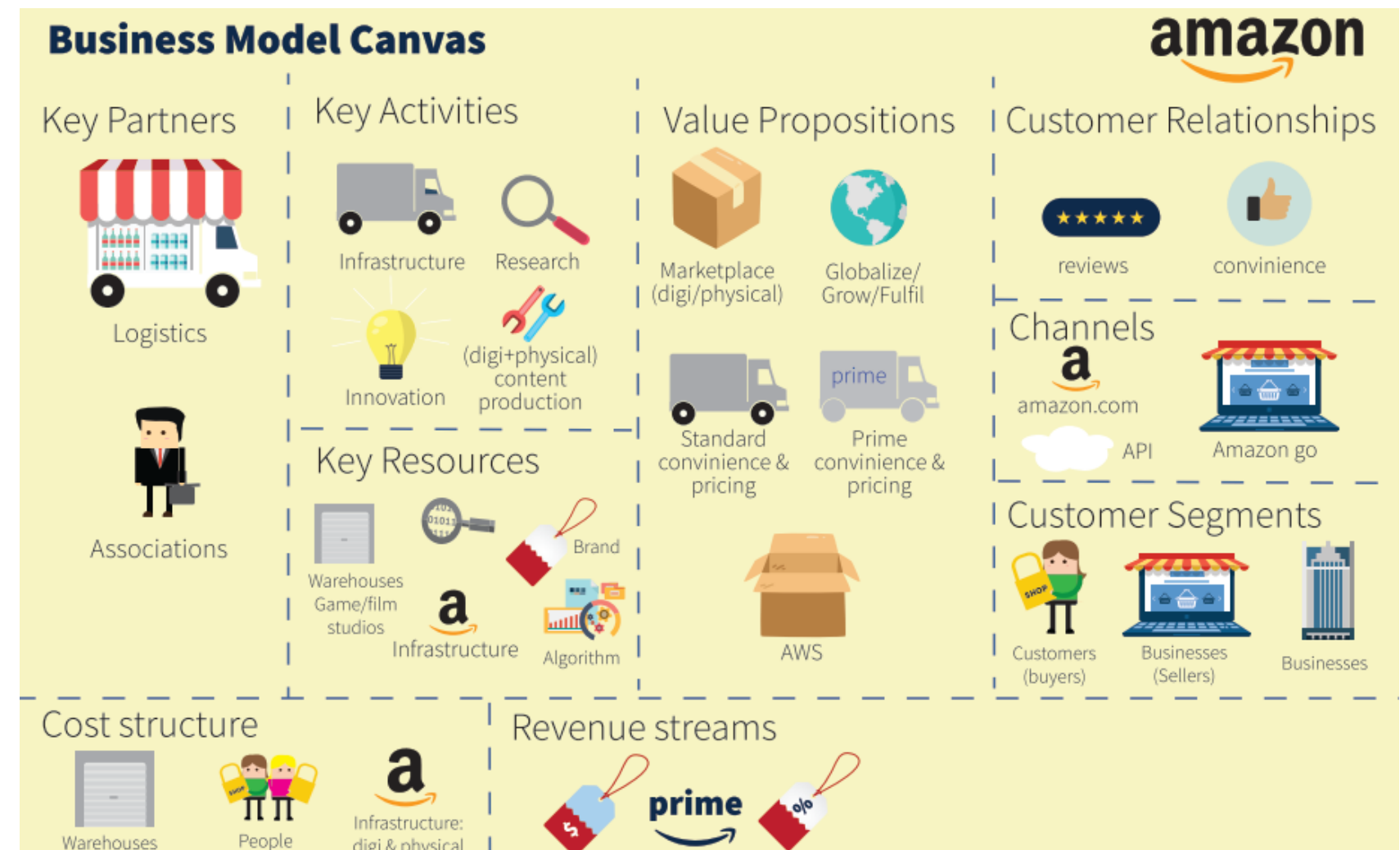
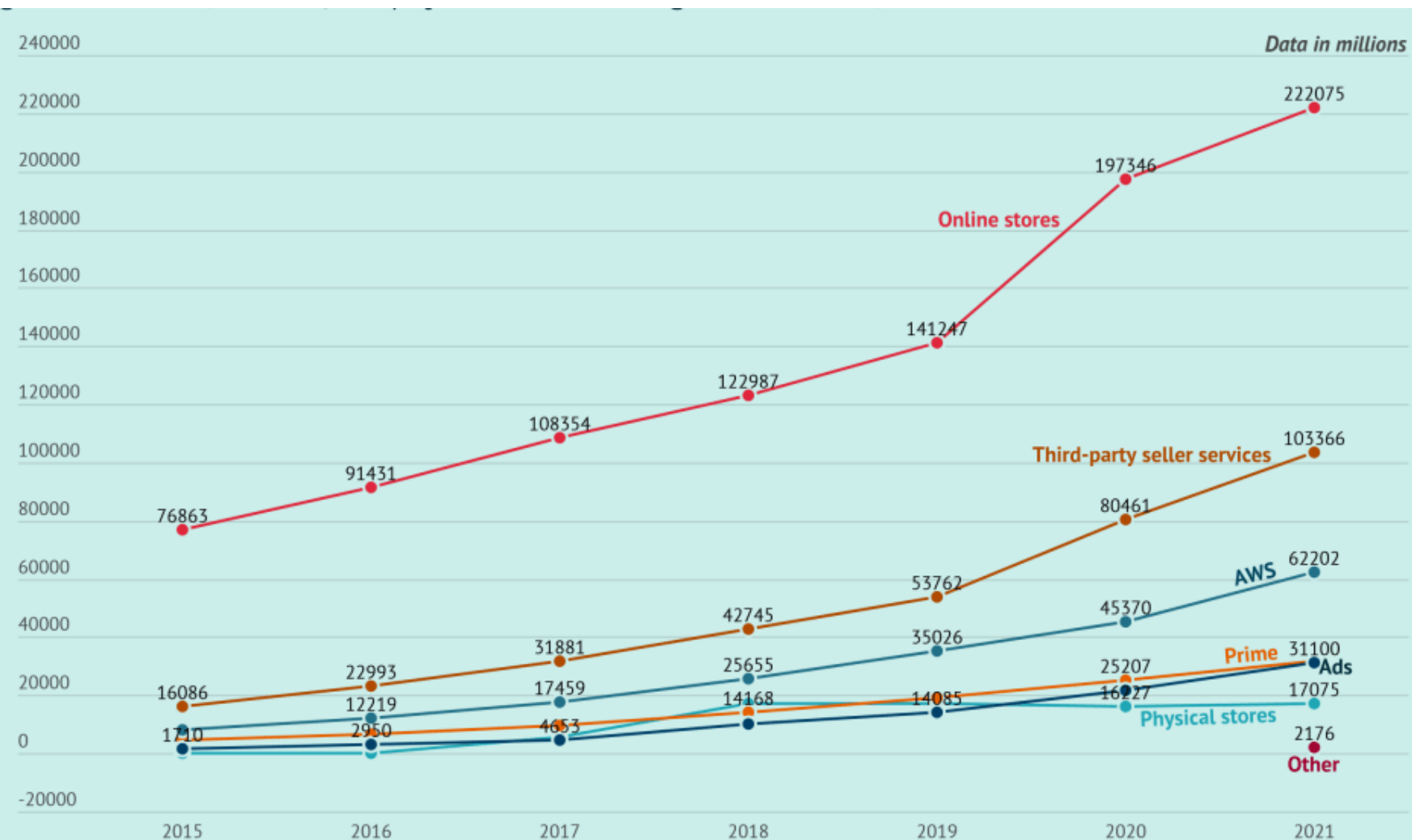
The image features the Amazon logo, which consists of the word "amazon" in a bold, lowercase, sans-serif font. A curved orange arrow, known as the "smile" arrow, is positioned below the letters "a" and "n", pointing from the "a" to the "n". The background is white and is decorated with several large, stylized, black and orange elements that resemble parts of the Amazon logo or abstract shapes. The word "amazon" is centered horizontally and vertically in the image.

amazon

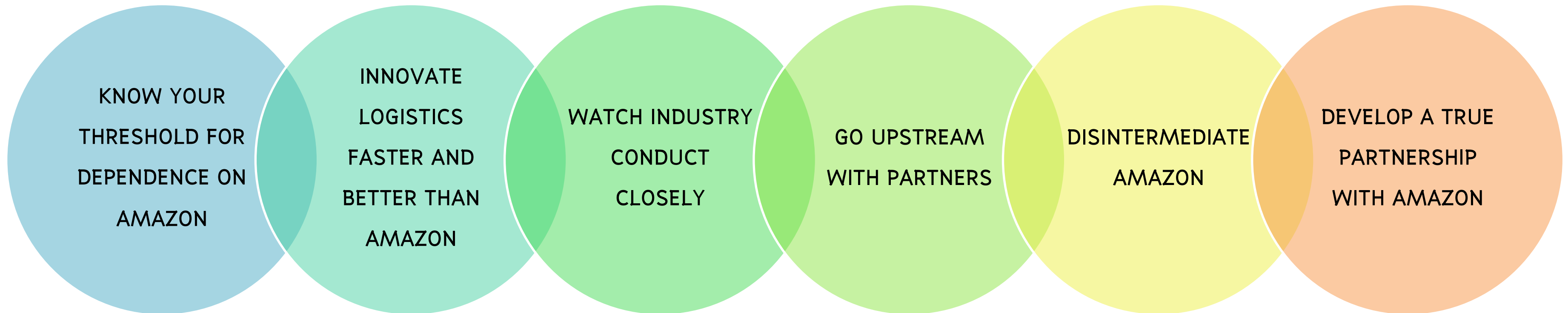
Amazon

Amazon Revenues 2015-2021

Amazon has a business model with many moving parts. With the e-commerce platform which generated over \$222 billion in 2021, followed by third-party stores services which generated over \$103 billion, Amazon AWS, which generated over \$62 billion, Amazon advertising which generated over \$31 billion and Amazon Prime which also generated over \$31 billion, and physical stores which generated over \$17 billion.

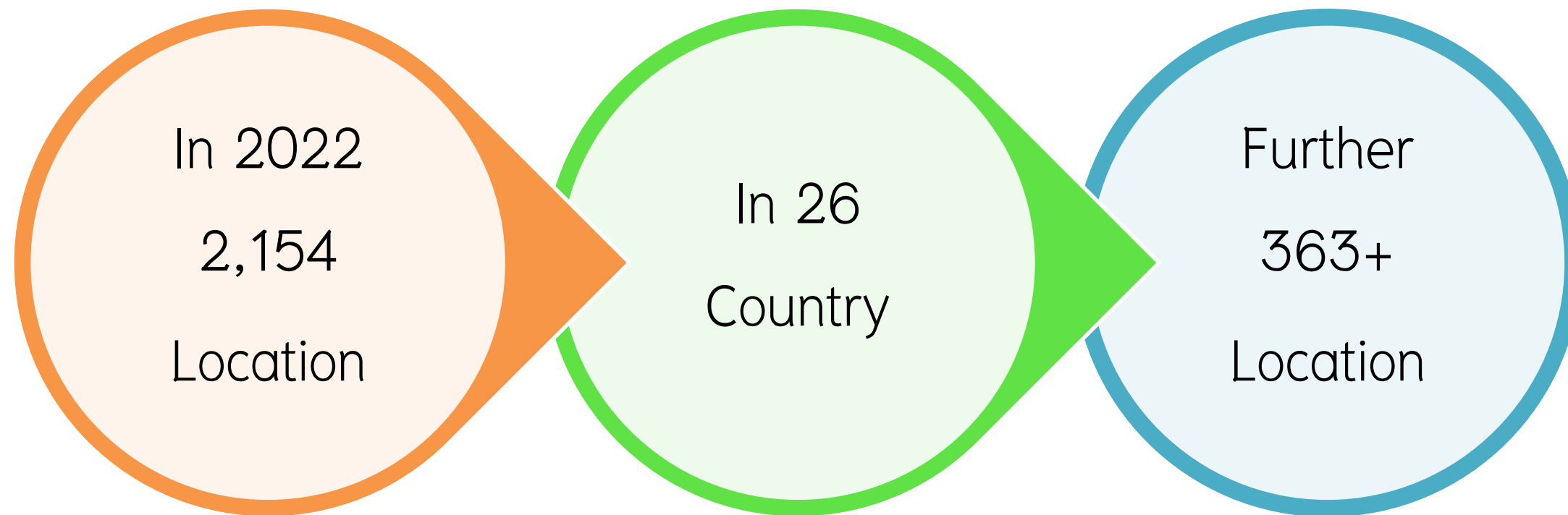


Amazon



Amazon

In 2022, Amazon distribution products form E-commerce support customer satisfaction



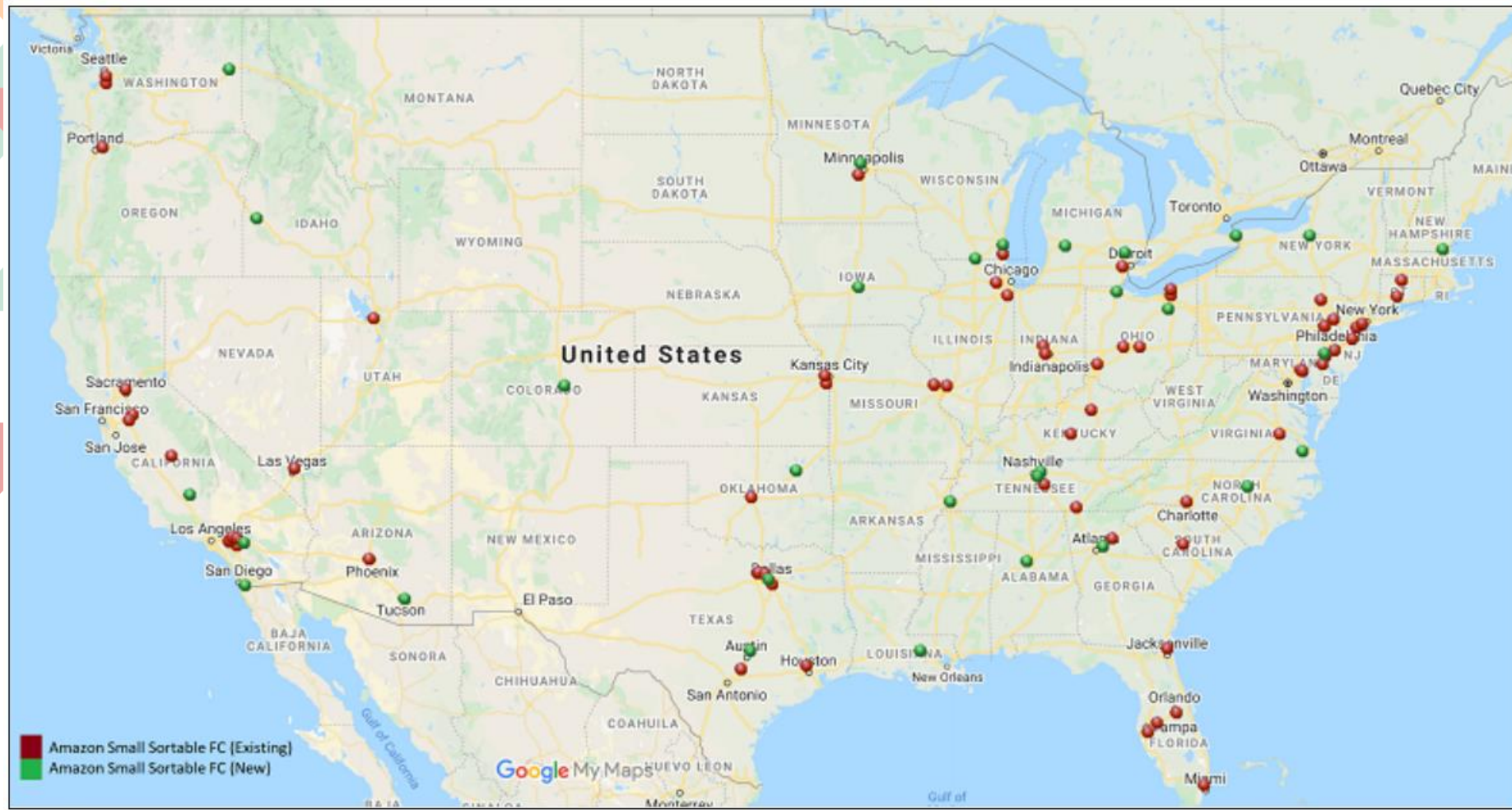


Figure 1: Amazon Small Sortable Fulfillment Centers in the United States of America.

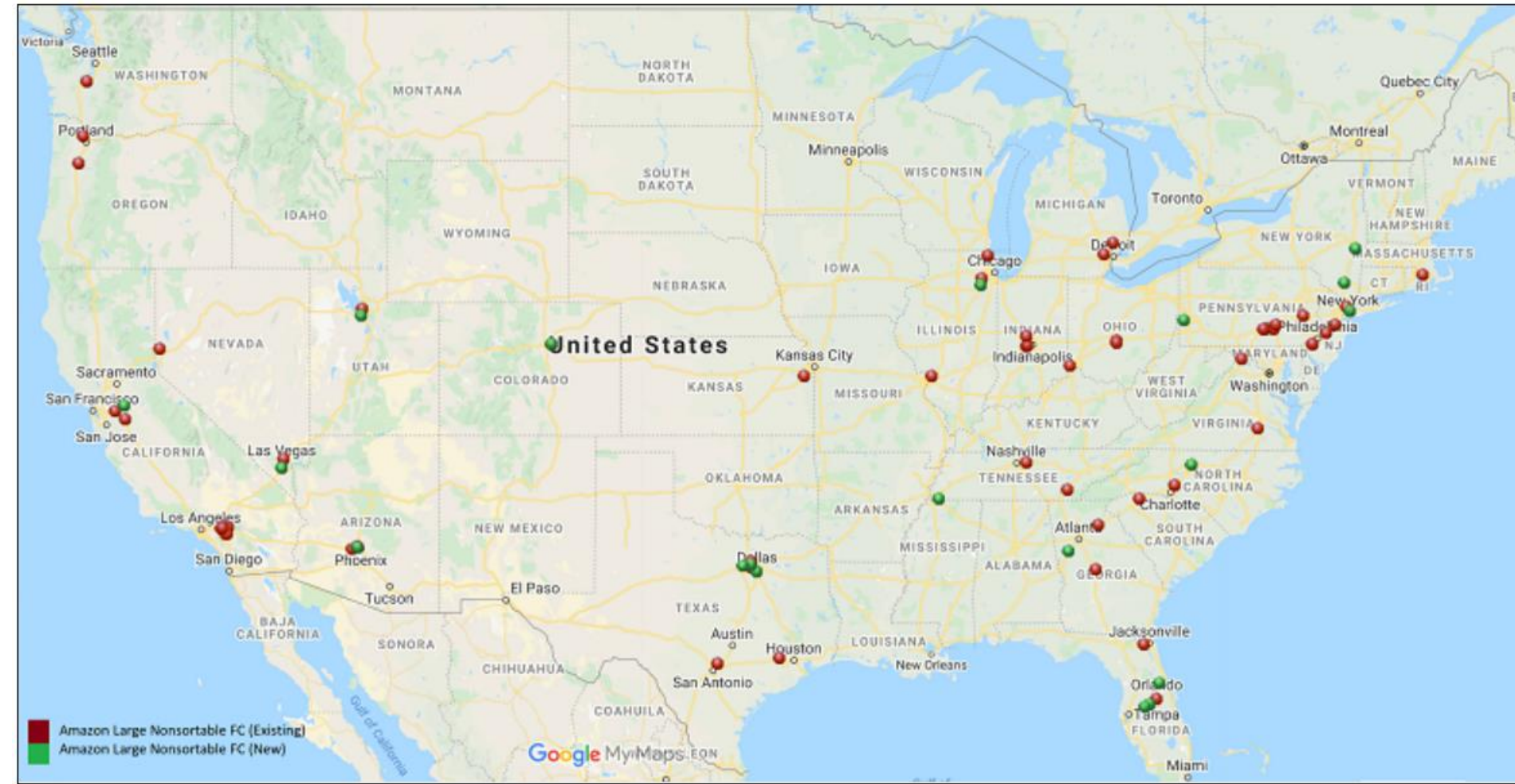


Figure 2: Amazon Large Non-Sortable Fulfillment Centers in the United States of America.

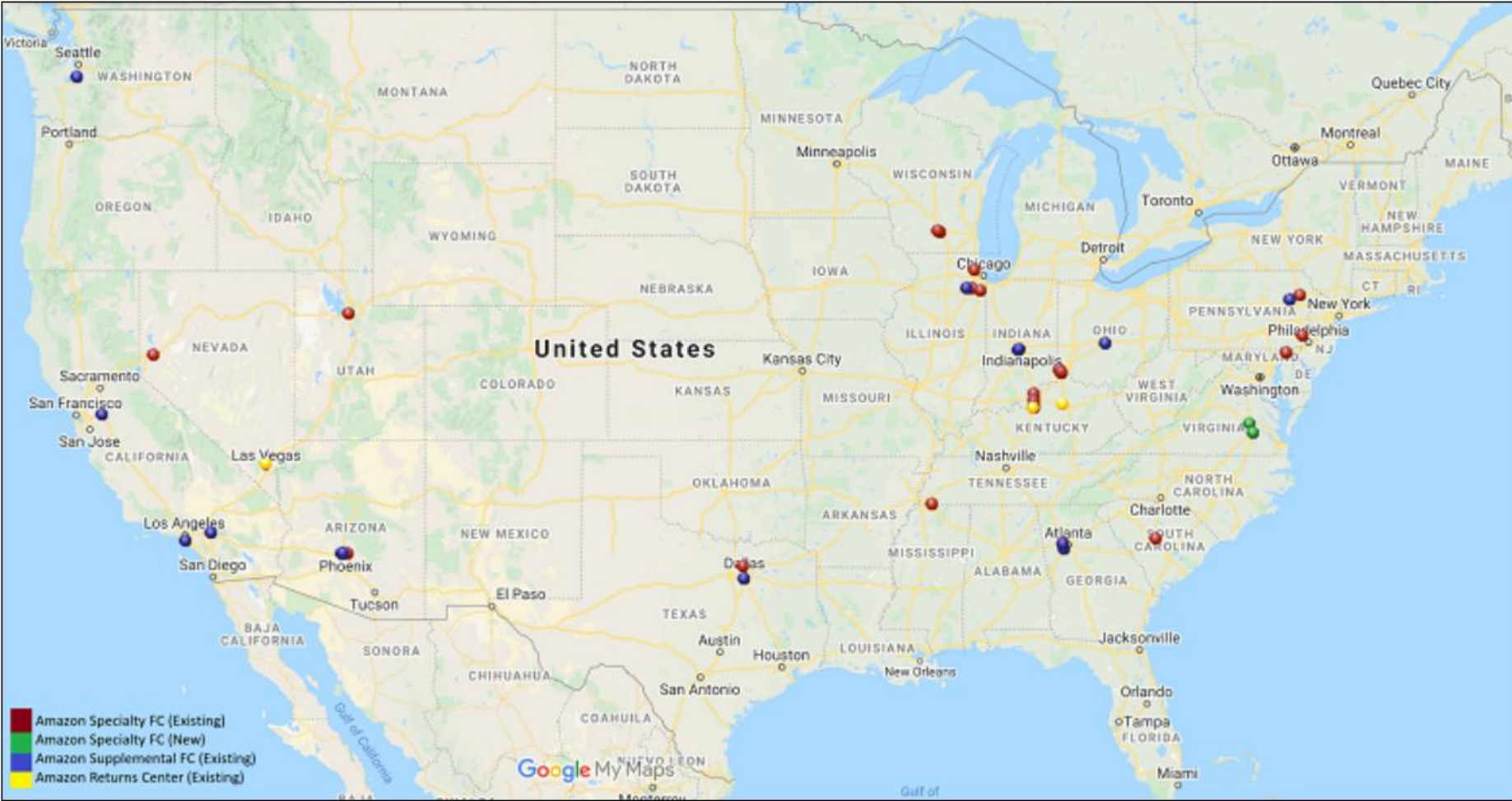


Figure 3: Amazon Specialty Fulfillment Centers, Supplemental Facilities and Returns Centers in the United States of America.

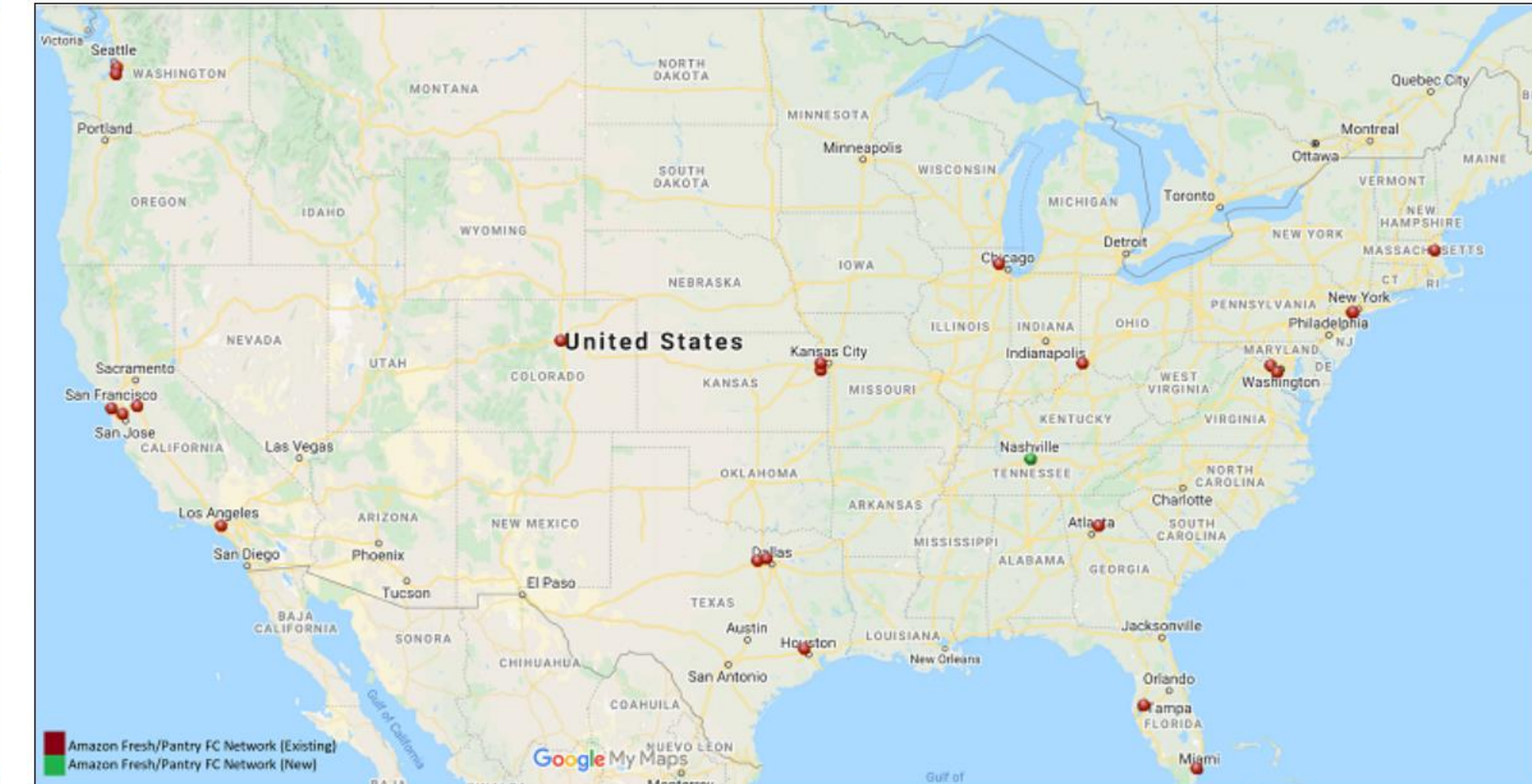


Figure 4: Amazon Food Fulfillment Centers in the United States of America.

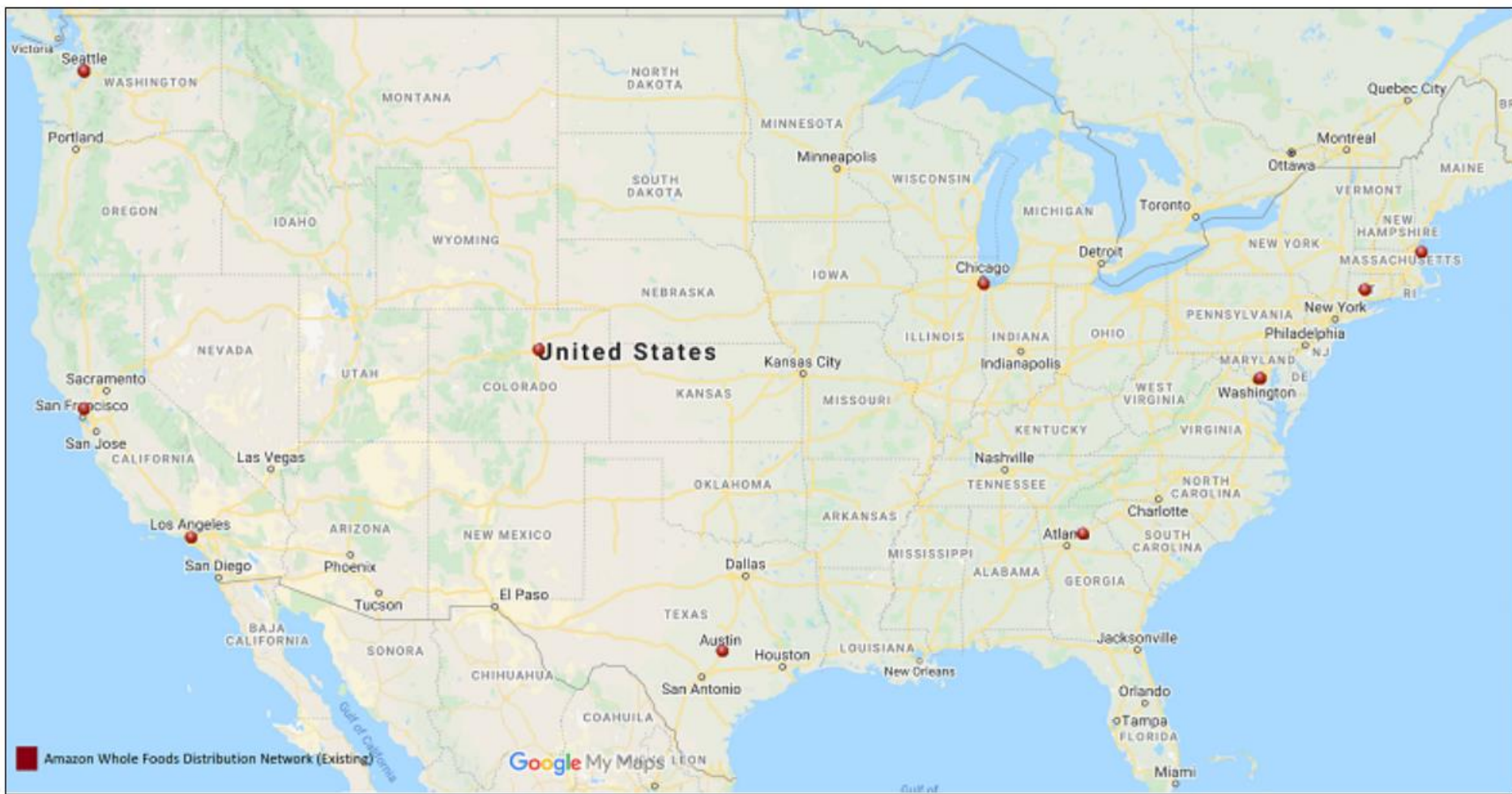


Figure 5: Amazon Whole Foods Distribution Centers in the United States of America.

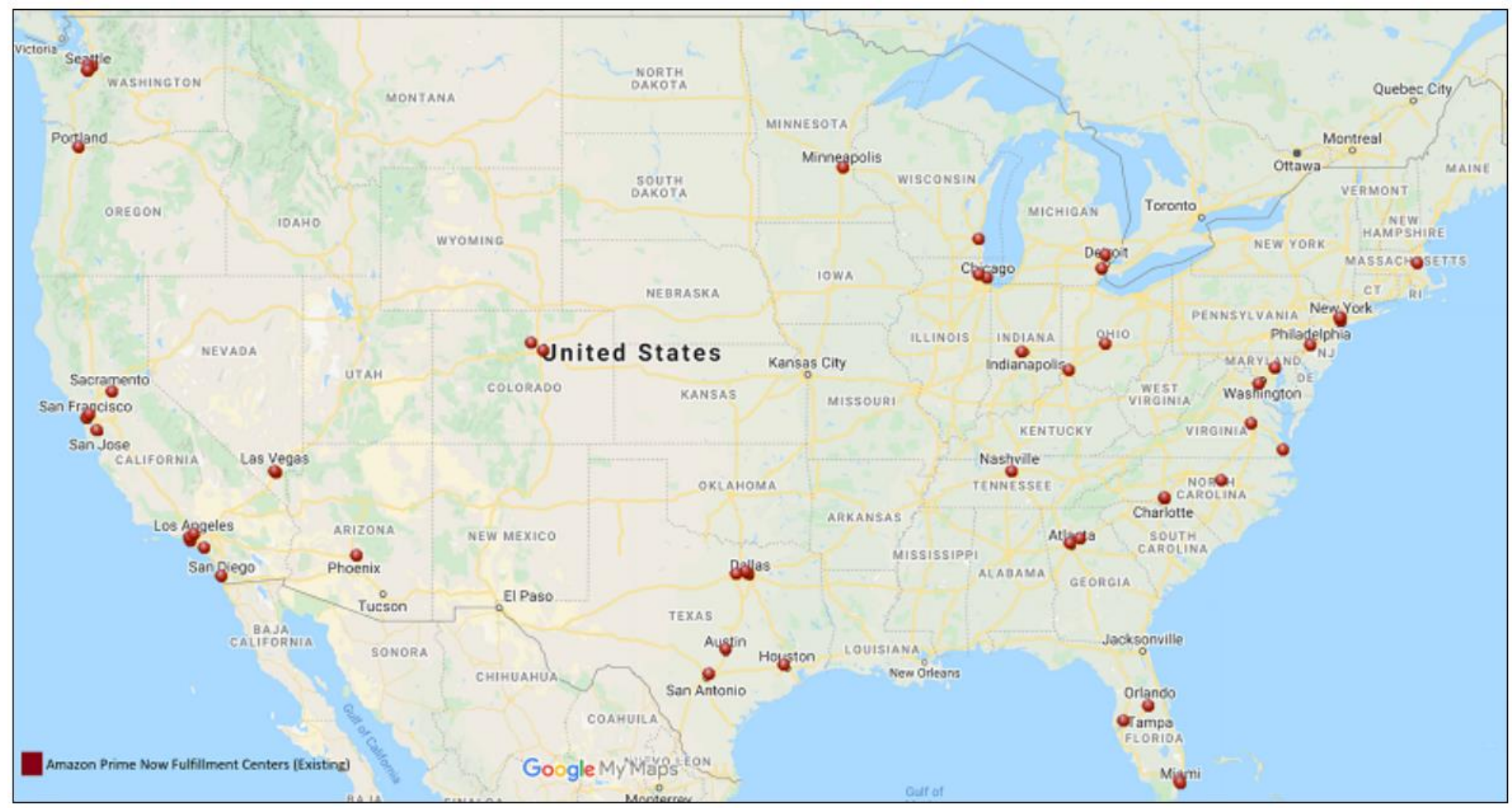


Figure 6: Amazon Prime Now Hubs in the United States of America.

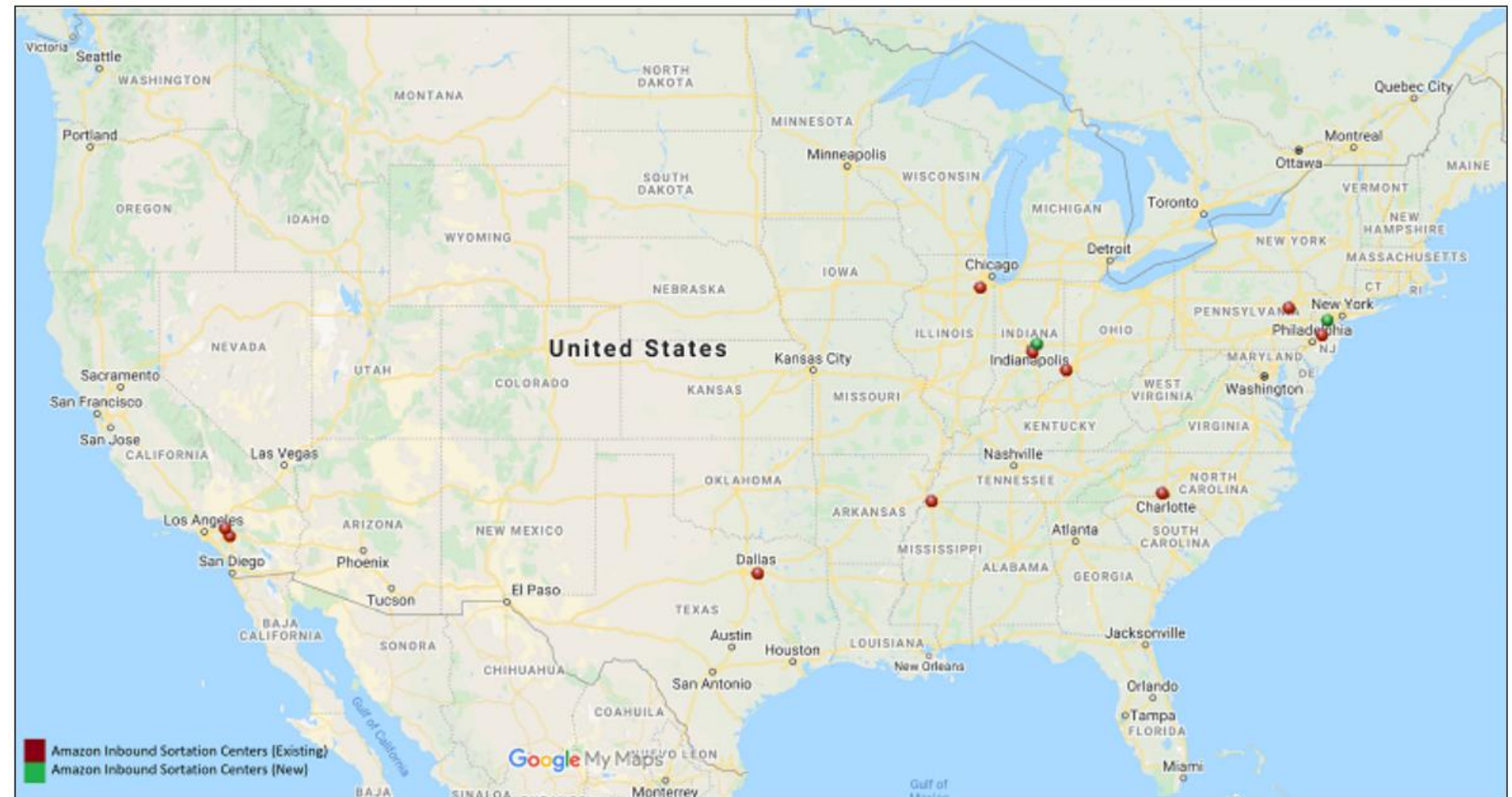


Figure 7: Amazon Inbound Receiving Facilities in the United States of America.

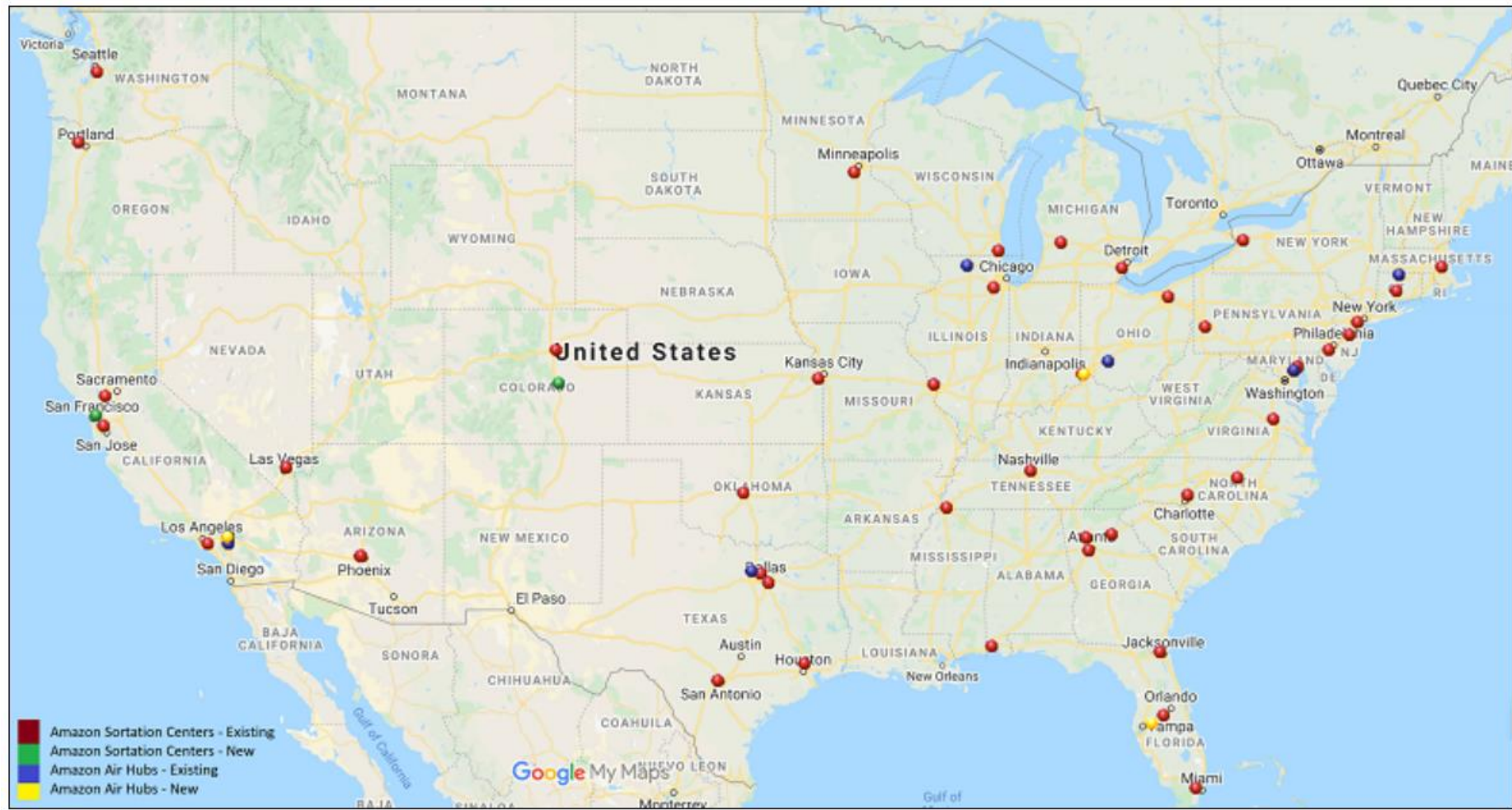










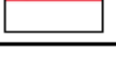















Figure 8: Amazon Outbound Regional Sortation Centers and Air Hubs in the United States of America.



Figure 9: Amazon Delivery Stations and Heavy/Bulky Delivery Stations in the United States of America.

					Ground-Level							Ground-Level								
Flag	Country	Facility Type	Currently Active Facilities	Future Facilities	Active Square Feet	Future Square Feet	Flag	Country	Facility Type	Currently Active Facilities	Future Facilities	Active Square Feet	Future Square Feet							
	United States of America	Small Sortable Fulfillment Centers	92	45	73,617,365	31,921,900		Italy	Fulfillment Centers	9	4	5,754,108	2,974,160							
		Large NonSortable FCs	104	30	94,938,184	30,662,716			Prime Now Hubs	2	0	16,140	-							
		3PL NonSortable FCs	12	0	6,431,265	-			Sortation Centers	4	1	1,549,440	860,800							
		Specialty Fulfillment Centers	50	5	23,742,189	1,136,984		Spain	Delivery Stations	33	2	2,639,723	122,664	Fulfillment Centers	11	0	6,606,256	-		
		Sub Same Day Fulfillment Centers	29	12	4,758,783	2,799,416			Pantry/Fresh Food DCs	1	0	301,280	-	Prime Now Hubs	4	0	25,000	-		
		Supplemental	18	0	4,321,778	-			Inbound Sortation Centers	0	1	-	559,520	Inbound Sortation Centers	0	1	-	559,520		
		Retruns Processing Centers	6	0	3,284,129	-			Sortation Centers	1	0	301,280	-	Sortation Centers	1	0	301,280	-		
		Pantry/Fresh Food FCs	22	1	5,537,381	164,480			Delivery Stations	35	1	2,540,049	538,000	Delivery Stations	35	1	2,540,049	538,000		
		Whole Foods Retail Grocery DCs	12	1	1,566,172	132,942		Czech Republic	Returns Center	1	1	269,000	559,520	Returns Center	1	1	269,000	559,520		
		Prime Now Hubs	79	1	3,066,150	145,000			Inbound Sortation Centers	1	0	1,022,200	-	Inbound Sortation Centers	1	0	1,022,200	-		
		Inbound Receiving Centers	28	10	16,521,499	6,104,914		Poland	Fulfillment Centers	9	0	7,733,305	-	Fulfillment Centers	9	0	7,733,305	-		
		Outbound Sortation Centers	98	24	36,265,826	9,062,743			Inbound Sortation Centers	1	0	484,380	-	Inbound Sortation Centers	1	0	484,380	-		
		Delivery Stations (Packages)	516	156	92,746,888	26,891,296		Slovakia	Fulfillment Centers	1	0	645,600	-	Fulfillment Centers	1	0	645,600	-		
		Delivery Stations (Heavy/Bulky)	113	5	4,080,123	458,903				Sweden	Fulfillment Centers	1	0	258,240	-	Fulfillment Centers	1	0	258,240	-
		Airport Hubs	20	4	5,074,634	352,277		The Netherlands			Fulfillment Centers	1	0	91,460	-	Delivery Stations Packages	1	0	91,460	-
		SubTotal USA	1199	294	375,952,365	109,833,571				Belgium	Delivery Stations Packages	0	1	-	85,230	Delivery Stations Packages	0	1	-	85,230
			Canada	Fulfillment Centers	17	8	10,890,279	6,570,000				Singapore	Fulfillment Centers	1	0	100,000	-	Fulfillment Centers	1	0
Prime Hubs	1			0	-	-	Prime Now Hubs	2	0	200,000			-	Prime Now Hubs	2	0	200,000	-		
Outbound Sortation Centers	5			1	1,903,093	382,935		Japan	Fulfillment Centers	38	0	10,395,724	-	Fulfillment Centers	38	0	10,395,724	-		
Delivery Stations	32			11	6,250,190	1,507,954			Prime Now Hubs	7	0	97,137	-	Prime Now Hubs	7	0	97,137	-		
	Mexico	Fulfillment Centers	8	0	3,386,650	-		India	Sortation Centers	2	0	559,396	-	Fulfillment Centers	72	2	9,694,919	140,000		
		Outbound Sortation Centers	3	1	754,912	200,000			Pantry/Fresh Food FCs	1	0	200,640	-	Pantry/Fresh Food FCs	1	0	200,640	-		
		Delivery Stations	27	0	435,247	-			Sortation Centers	13	4	1,199,807	819,200	Sortation Centers	13	4	1,199,807	819,200		
	Brazil	Fulfillment Centers	9	0	3,995,711	-			Prime Now Hubs	16	0	157,000	-	Prime Now Hubs	16	0	157,000	-		
		Fulfillment Centers	45	6	19,874,097	2,666,578	Delivery Stations	200	0	1,300,000	-	Delivery Stations	200	0	1,300,000	-				
	United Kingdom	Pantry/Fresh Food FCs	2	0	619,060	-		Australia	Fulfillment Centers	9	0	2,342,775	-	Fulfillment Centers	9	0	2,342,775	-		
		Inbound Sortation Centers	2	0	1,161,115	-			Delivery Stations	15	0	552,277	-	Delivery Stations	15	0	552,277	-		
		Outbound Sortation Centers	6	0	1,807,186	-		United Arab Emirates	Fulfillment Centers	3	0	782,252	-	Fulfillment Centers	3	0	782,252	-		
		Delivery Stations (Packages)	82	6	7,733,665	586,710			Delivery Stations	1	0	-	-	Delivery Stations	1	0	-	-		
		Delivery Stations (Heavy/Bulky)	1	0	37,405	-		Egypt	Fulfillment Centers	1	0	301,280	-	Fulfillment Centers	1	0	301,280	-		
		Prime Hubs	15	0	431,458	-			Delivery Stations	15	0	20,000	-	Delivery Stations	15	0	20,000	-		
			Republic of Ireland	Fulfillment Centers	0	1	-	629,772		Kuwait	Fulfillment Centers	1	0	28,750	-	Fulfillment Centers	1	0	28,750	-
Fulfillment Centers	30			0	15,371,062	-		Saudi Arabia			Fulfillment Centers	7	3	1,391,156	-	Fulfillment Centers	7	3	1,391,156	-
Inbound Sortation Centers	3			0	2,399,480	-					Sortation Centers	2	0	150,000	-	Sortation Centers	2	0	150,000	-
Outbound Sortation Centers	9			3	2,100,470	600,000					Delivery Stations	11	2	144,200	-	Delivery Stations	11	2	144,200	-
Delivery Stations (Packages)	67			6	7,326,456	522,331	SubTotal Rest of World				955	69	156,204,472	25,782,330	Global Total		2154	363	532,156,837	135,615,901
Airport Hubs	1	0	215,278	-																
Prime Hubs	7	0	116,900	-																
	Austria	Delivery Stations	3	1	256,652	80,700														
		Fulfillment Centers	11	3	6,194,940	5,376,256														
	France	Sortation Centers	4	0	1,322,240	-														
		Delivery Stations	12	0	1,723,113	-														
		Prime Now Hubs	1	0	43,040	-														

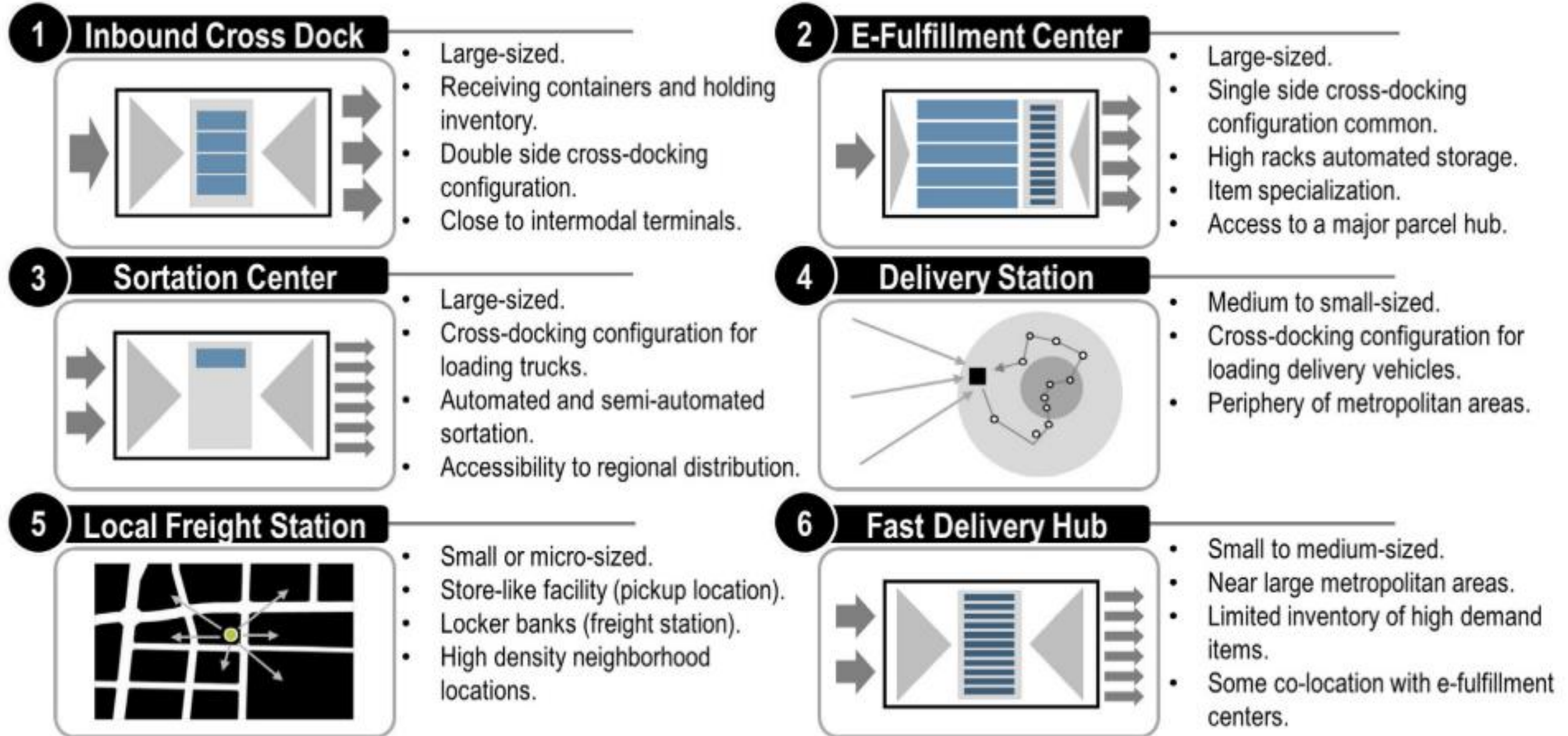


Fig. 2. Logistics Facilities Supporting E-commerce.

Amazon

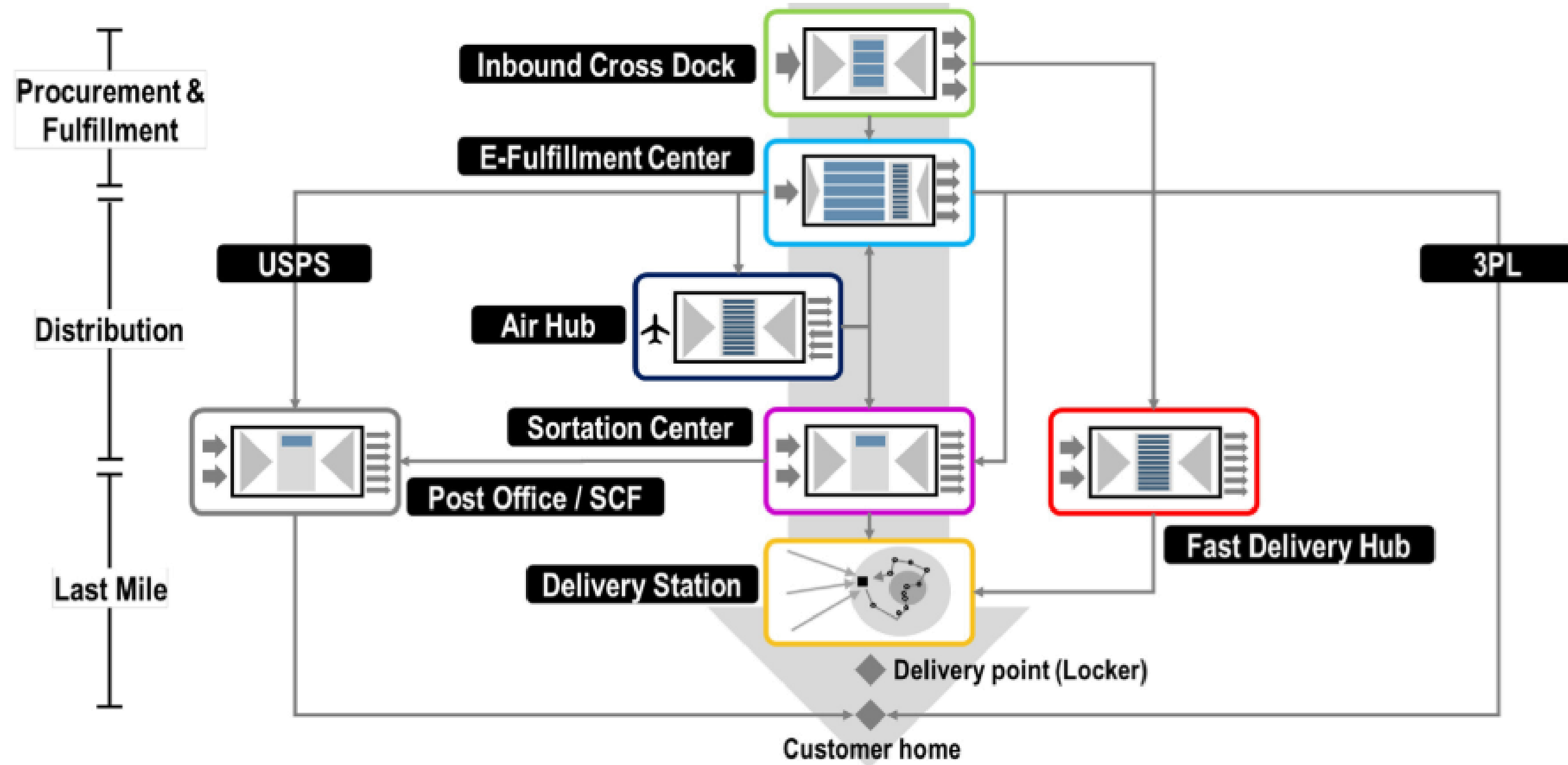
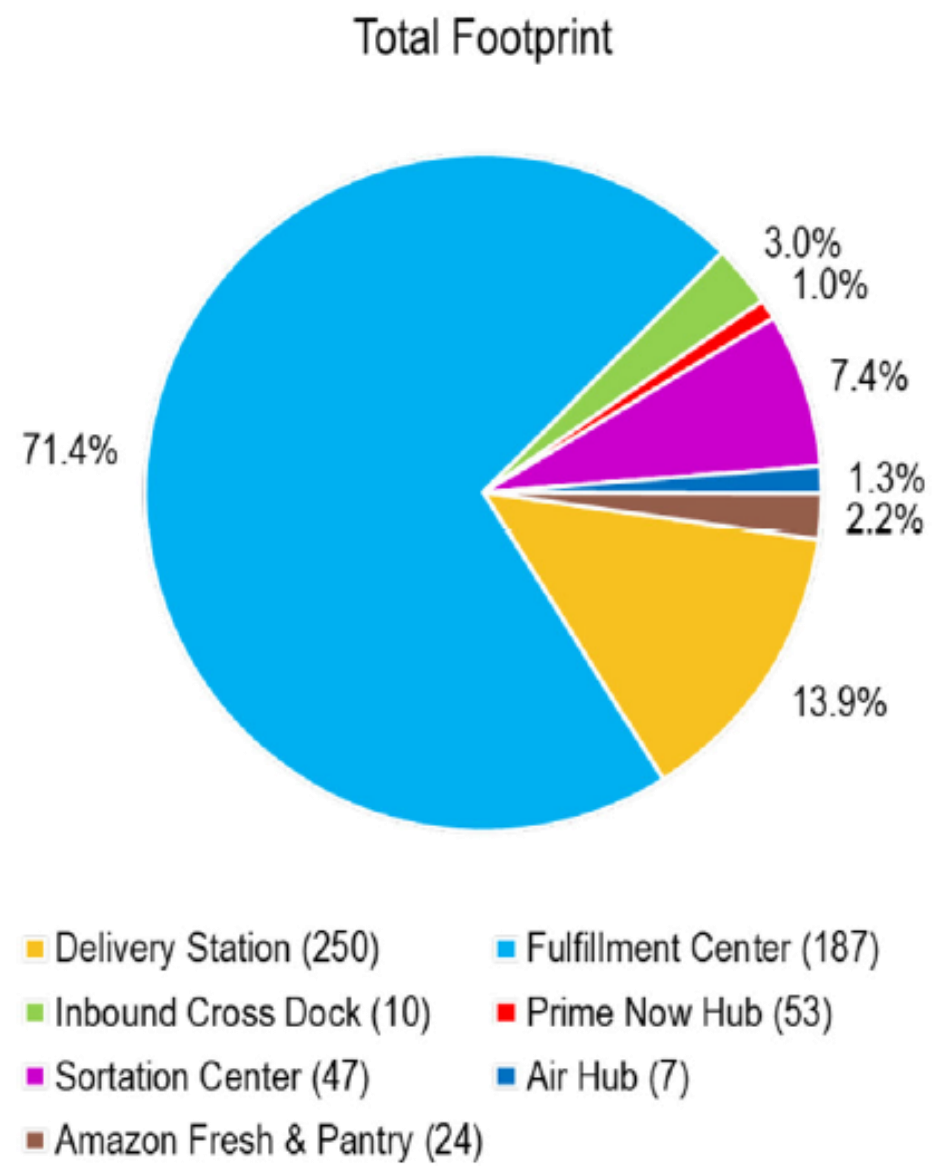


Fig. 3. The E-Commerce Supply Chain of Amazon.

Other

