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Business Models for the last mile logistics of Supply Chain Management in a hyper-aged society

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New issues of restricted shoppers have been under the spotlight in a hyper-aged society of Japan. The restricted shoppers refer to those who have difficulties in daily shopping. They are mainly derived from the decreases in the number of neighborhood stores and public transport since the population of the society has been ageing and even decreasing. The elderly people cannot easily access to stores nor handle their goods because of their physical features. Since a supply chain management has a mission to secure necessaries to the final customers, the last mile logistics should be significantly taken into consideration in a hyper-aged society. With pointing out the involvement of financial support as a social welfare system,recent studies have showed some measures such as rolling stores and home-delivery service. Profitable business models, however, are an essential element for the last mile logistics in order to guarantee the continuous measures for the restricted shoppers. This research addresses the issue of the restricted shoppers in a hyper-aged society and introduces some measures taking place in Japan focusing on the supply chain management. Further necessary efforts are also discussed. It is expected to share the ideas since world population has been ageing.

Biography

Jimyoung Lee completed a doctoral course of Applied Marine Environmental Studies with a specialty of logistics in 2008 at Tokyo University of Marine Science and Technology, Japan. She has been an Associate Professor in University of Marketing and Distribution Sciences, Japan, and currently a Visiting Fellow at University of New South Wales, Australia. She has published many papers in journals of logistics and maritime transport.

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