Abstract

The objective of this article is to design a tool to measure times in the distribution system of a marketer and improve its distribution system. The methodology is of quantitative type uses descriptive statistics to analyze the management of the routes of the company and to know its current situation. Based on the distribution of a company of imported products, the research was carried out for 15 days, allowing the identification of inappropriate practices in the distribution routes. As a result, a graphic model for the distribution of goods called METDE is proposed. Also, a methodology for the planning of optimal distribution routes based on the study of methods and times of the routes between the company and its customers is developed. The most important variables of the logistical context that affected the times and compliance in the delivery schedules of the orders were identified.

Keywords

CEDI distribution center, Distribution logistics, Quantitative methods, Supply chain