
Abstract

A Study on Improving Wholesale Logistics System for Strengthening Competitiveness of Korean Small-medium Sized Retailing

Kim, Suk-Kyung(skkim@kiet.re.kr)

Kim, Chun-Kon(ceekay@kiet.re.kr)

Cho, Cheol-Hwi(cheolhwicho@hotmail.com)

Korean government has supported the construction of the joint wholesale logistics & distribution centers for the purpose of strengthening the competitiveness of small and medium-sized retailers. But it is difficult to say that this policy has contributed to accomplishing the policy goal. The competitiveness of small and medium-sized retailers is still weak even with the government's policy support for the past 10 years.

Supporting the construction of the joint wholesale logistics & dis-

tribution centers is one of the core policies of the Korean government for wholesale logistics. So we need to study why this policy has little contribution to strengthening the competitiveness of small and medium-sized retailers. First, we need to study whether the wholesale logistics policy is still valid for strengthening the competitiveness of small and medium-sized retailers. Second, we also need to study whether the policy is on the right direction if the policy is effective for achieving the policy goal.

But few studies exist on this subject even though it is a highly interesting topic and the importance of strengthening the competitiveness of small and medium-sized retailers is well recognized.

This research aims to analyze the effects of wholesale logistics policy of the Korean government and to investigate the problems of the policy. Based on the result of the analysis, we provide policy suggestions to improve the wholesale logistics system.