

Application of transportation management problems in developing logistics service market strategies

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Abstract: This topic aims to research and apply transportation management methods to building a development strategy for the logistics service market. The context for selecting this topic is based on the increasing importance of the logistics industry in the modern economy, along with the need to optimize transportation operations to enhance efficiency and competitiveness. The objective of the research is to build an integrated transportation management solution system to support enterprises in planning and implementing effective business strategies. The research methodology includes synthesizing and analyzing modern transportation management principles combined with experimentation on real-world databases. The expected results of the topic not only contribute to improving supply chain management capabilities but also make important contributions to the field of logistics research, particularly in optimizing transportation networks and enhancing the flexibility of distribution systems.

Keywords: Transport management, Market development strategy, Logistics services