

流行服飾業存貨政策之實證研究

An Empirical Study of Inventory Policy for Fashion Industry

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摘要：存貨問題是流行服飾業者營運成敗之重要課題。到底什麼樣的存貨政策，可以使得流行服飾業者有最小的期望成本？或有最大的期望利潤？或有最好的服務水準？本文針對 Chang and Lin 所構建的多站報童存貨決策模式，選取國內某流行服飾業為研究對象，我們的目的是希望透過實證研究，來檢視 Chang and Lin 之多站報童存貨決策模式，期望能分析出一些重要性質，以輔助目前服飾業者的經驗判斷，並提供流行服飾業者設計存貨政策之參考。本文的主要結果證實，Chang and Lin 之模式及研究結果，可適用於流行服飾業，並可做為流行服飾業者設計流行服飾存貨政策之參考。

關鍵詞：存貨、流行服飾、報童問題

Abstract: Inventory is a main issue for fashion industry to succeed or not. To know what inventory may generate the maximum profit or with better service or with less cost? This study select an in-country fashion business for experiment and analysis, using the multi-location newsboy inventory strategy decision model built by Chang and Lin. Through the experiment we look into the Chang and Lin's multi-location newsboy inventory strategy decision model in order to find out some important characteristics so as to aid the fashion industry in decision making by experience and their inventory policy making.

Key words: Inventory, Fashion, Newsboy Problem