



Logistics Optimization

DEVELOPMENT AND APPLICATION OF ROUTE OPTIMIZATION MODELS

KEY WORDS

ROUTE
OPTIMIZATION,
MULTI-OBJECTIVE
SOLUTION,
DISTRIBUTION

DESCRIPTION

Universidad Central (UC) has complementary capabilities for the development and application of route optimization models for companies distributing plastic products. Using multi-objective solutions based on the Vehicle Routing Problem with Stochastic Demands (VRPSD) approach, it aims to minimize travel times and maximize service to priority customers while accounting for demand variability. The model, implemented in user-friendly environments such as Excel and Visual Basic, enhances operational efficiency and logistics planning.

APPLICATIONS

Distributors of plastic-based containers, packaging and components

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