

## ATBTRACT

The objective of this project study, namely Business to Consumer (B to C) logistic model for metropolitan, is to deliver a workable solution to the readers. It focuses on SMEs who wish to do business on Internet and at the same time on the local market which is Bangkok.

The author consolidates informations, ideas and proof methods from various sources, including learning material from Assumption University on graduate school of Computer and Engineering Management (CEM), Internet and Proof methods from personal experience in transportation industry.

Definitions, work flows, analytical techniques used in transit time calculation were presented in Chapter III. Manpower planning, cost structure customer service features are also presented in brief detail. The emphasis is on operating at minimum cost while service level is attainable.

In Chapter IV the readers will find a conclusion where significant benefit could be gained when SMEs employ the proposed model to be used by its supplier.

The readers will also find a useful reference of 3PL logistic contract and insurance policy, which is practical in real market case.