Boonkleaw, A., Suthikarnnarunai, N., Srinon, R.

**Strategic planning for newspaper delivery problem using vehicle routing algorithm with time window (VRPTW)**


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**Abstract**

We present a case study on the application of techniques for solving the Vehicle Routing Problem with Time Window (VRPTW) to improve the newspaper distribution service in Bangkok, Thailand. The improvement of the distribution activity is part of the strategic planning of the company which aims to reduce number of staffs and to reduce cost occurred in the distribution process. Empirical results indicate that the heuristic method with some modification of steps and constraints can find relatively good relations. It trends to save cost of distribution up to 5.3% which bring service cost from 23% to 17.70%.

**Author Keywords**

Newspaper distribution problem (ndp); Strategic planning; Sweep algorithm; Vehicle routing problem

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