

LECTURE NOTE ON ROUTE OPTIMIZATION

1 INTRODUCTION

Transport companies are continuously looking for ways to improve their performance and stay competitive in their markets; this can be achieved by Route Optimization (RO). RO is the science that concern with the consistent identification of fastest and most cost-effective routes for the drivers of a company's vehicles. In this case, fleet managers can use route optimization to improve customer service, increase the number of jobs per day or week that drivers can handle, reduce vehicle maintenance costs, and reduce the overall fuel costs. This process is sometimes mistakenly described as routing, route planning, or route scheduling. But for the purpose of this class, route optimization will be most preferred.

2 AIM AND OBJECTIVES

The aim of this lecture is to understand route optimization and its application in route planning. The objectives are to:

- understand the application of route optimization in managing fleet; and
- establish its advantages in transport business.

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