

## ТЕНДЕНЦІЇ ФОРМУВАННЯ РИНКУ ЛОГІСТИЧНИХ ПОСЛУГ ЯК ІНДИКАТОР РОЗВИТКУ ПІДПРИЄМНИЦТВА

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У статті розглянуто тенденції формування ринку логістичних послуг як індикатору розвитку підприємництва. Розглянуто сутність комплексу логістики та етапи виникнення логістики. Проаналізовано визначення поняття «логістика» та надано авторське визначення цього поняття сутність якого полягає у процесі оптимального розподілу матеріальних, інформаційних та фінансових потоків шляхом планування, організації, управління та контролю, з метою зниження витрат та задоволення потреб споживачів. Визначено причини виникнення логістики. Розглянуто принципи побудови логістичної системи та логістичні канали розподілу. Автором запропоновано механізм формування управлінського рішення щодо впровадження функціонального логістичного менеджменту.

**Ключові слова:** логістика, підприємство, підприємництво, логістична система, ринок логістичних послуг.

**Formulation of the problem.** The development of market processes in Ukraine, the reformation of the whole complex of industrial relations require the creation of a new enterprise management system.

In order to achieve sustainable competitiveness in the market, the search for innovative development and management models, one of which is the formation of the market of logistic services as an indicator of the development of entrepreneurship, is relevant.

Despite the fact that the application of logistics in the Ukrainian economy is conditioned by modern realities, the management of enterprises on the principles of logistic approaches is still not enough attention compared with developed countries.

**Analysis of the latest researches and publications.** Issues connected with the formation of the market of logistic services are highlighted in the works of Bondarchuk V., Vasyuk I., Gudzya P., Kalchenko A., Kurditsky S., Rudyuk L., Tyupukhin A., Frolova L. and others. At the same time, problems of the formation of the market of logistic services with the use of foreign experience and their adaptation in domestic realities require further research.

**The purpose of the article** is to create the market of logistic services as an indicator of the development of entrepreneurship in modern economic conditions.

**Statement of the main idea.** The term "logistics", known until recently only by a narrow circle of specialists, is becoming widespread today. The main reason for this phenomenon is that the concept of "logistics" began to be used in the economy.

The author of the first scientific papers on logistics is considered to be the French military specialist A.Jomini (1779-1869 pp.), Who defined logistics as "the practical management of troop movements" and for the first time in 1812, applied this science in practice when planning to provide the army of Napoleon with ammunition, food and stuff.

The final formation of logistics as a scientific direction in the field of military affairs is attributed to the middle of the XIX century.

For the first time, the employee of "RAND Corporation", a specialist in the field of system analysis O. Morgenstern, pointed out in the year 1951 that "... there is an absolute similarity between the management of the provision of troops and the management of material resources in industry". Although logistics for a long time was considered a military term, its application in the civilian sphere began already in the 60 years of XX century.

The main idea of logistics is organization within the framework of a single streaming process of moving materials and information along the whole chain from manufacturer to consumer.

Principles of the logistic approach require the integration of logistics, production, transport, marketing and transfer of information about the movement of inventories in a single system, which should improve the efficiency of work in each of these areas and inter-sectoral efficiency.

Thus, the goal of logistics is to optimize the cycle of reproduction through a complex, need-oriented, flow of materials and information in the production and distribution of products [3].

Often, the purpose of logistics is associated with the implementation of the so-called rules of logistics.

The essence of the concept is the integration of all functional areas associated with the flow of material flow from manufacturer to consumer into a single complex, which is called a complex of logistics. The most

widespread approach is the allocation of the "six rules of logistics", the so-called logistic "mix" or logistics complex Fig. 1.

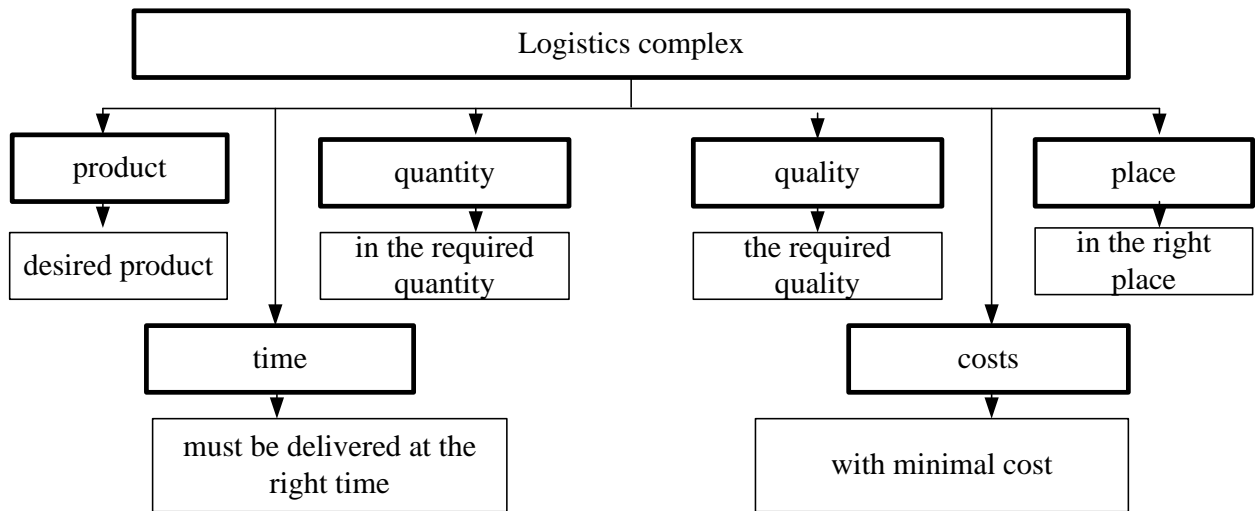


Figure 1 – Logistics Complex

Since the 1960's, logistics has undergone three main stages during which its improvement and expansion of rice activities Fig. 2

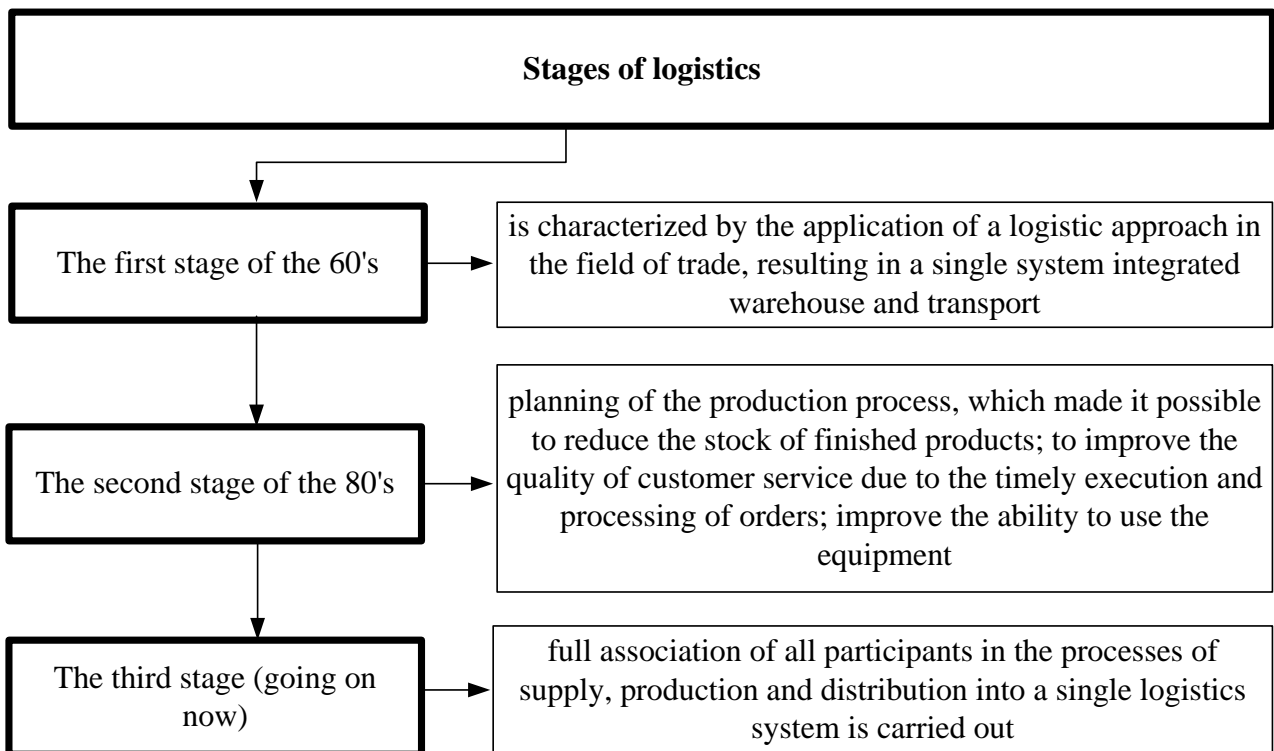


Figure 2 – Stages of logistics

In modern economic literature is given quite a lot of various definitions of the essence of the concept of "logistics", some of them are presented in Table 1.

Analyzing the essence of the concept of "logistics", we can formulate the following interpretation – it is the process of optimal distribution of material, informational and financial flows through planning, organization, management and control, in order to reduce costs and meet the needs of consumers.

The need for logistics is explained by a number of reasons, among which we distinguish the main, as shown in Fig. 3.

Table 1 – Analysis of the definition of “logistics”

Author	Definition suggested by the author
Oklander M.	Logistics is a concept, an integrated function (exists in the form of a logistics system), a scientific discipline on flow management in microeconomic systems
Hajinsky A.	Logistics is the direction of economic activity, which consists of managing material flows in the spheres of production and circulation
Tadzhyskyy A.	Logistics is an interdisciplinary scientific direction, directly related to the search for new opportunities for increasing the efficiency of material flows
Anikin B.	Logistics is the science of planning, organizing, managing, controlling and regulating the movement of material and information flows in space and time from their primary source to the final consumer
Ponomareva Yu.	Logistics – the theory and practice of managing material and related information flows
Smekhov A.	Logistics – the scientific direction, the doctrine of planning, management and observation (tracking) during the movement of material and information flows in production and power systems
Krikavsky Ye.	Logistics – the science of optimal management of material, informational and financial flows in economically adaptive systems with synergistic links
Fedorov L.	Logistics – the process of managing warehousing and moving of raw materials, materials, components and finished products from the supplier through the manufacturer-producer to consumers
Larina L.	Logistics is the scientific and practical direction of management, which is to plan, manage, execute and control the useful and profitable movement of raw materials, semi-finished products and finished products from the place of manufacture to the place of consumption in order to meet the needs of consumers

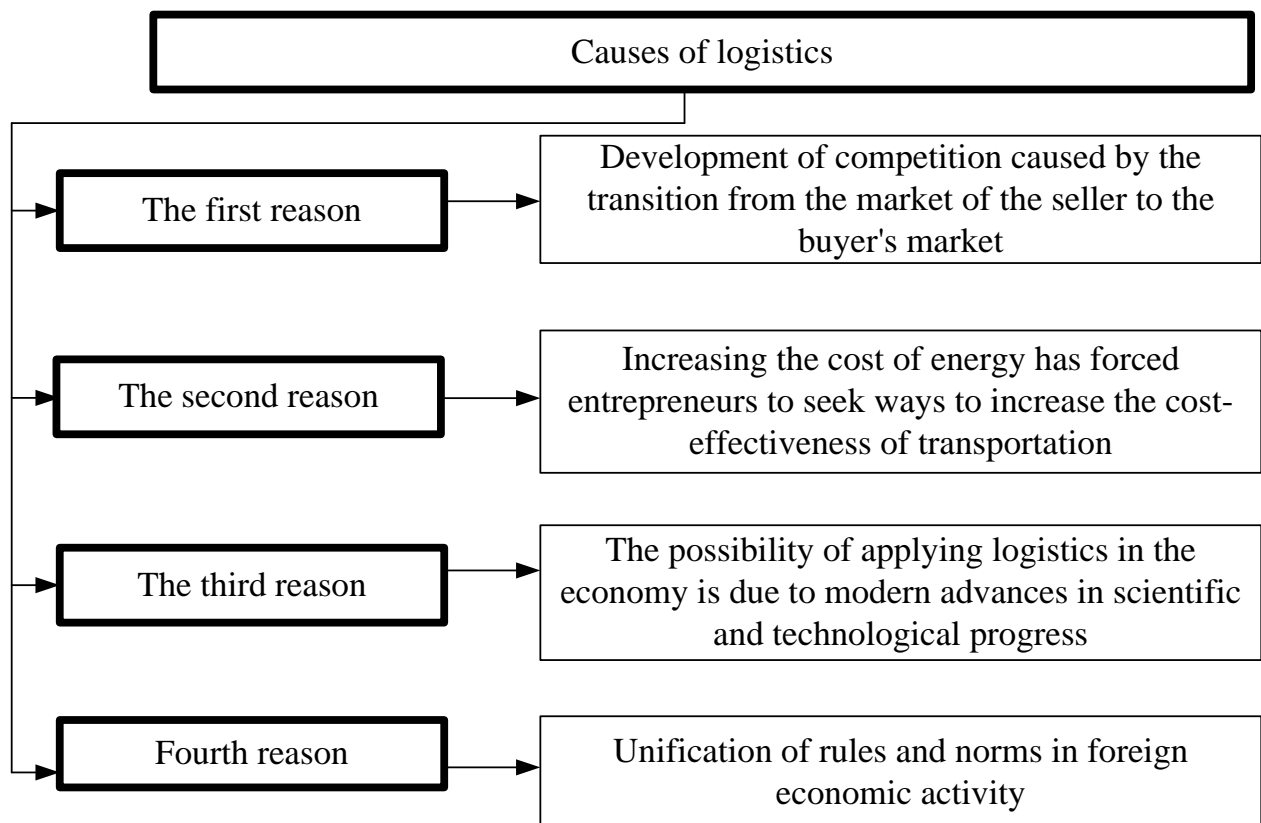


Figure 3 – Causes of logistics

In the economic literature, several approaches to the allocation of stages of logistics development are considered, all of these approaches allow us to trace the change of conceptual approaches to logistics.

Today, the importance of logistics becomes relevant at enterprises, but domestic enterprises are still in the phase of fragmentary logistics.

When choosing a delivery method, senders take into account up to six factors at a time. So, if the sender is interested in speed, his main choice is focused on air or road transport. If its goal – to minimize costs, the choice is limited to water and pipeline transport.

The formation of the information system in logistics is carried out according to the hierarchical principle, and in logistic information systems the numbering of the levels begins with the lower one.

The basis of the construction of the logistics information system should be laid the following principles, as shown in Fig. 4.

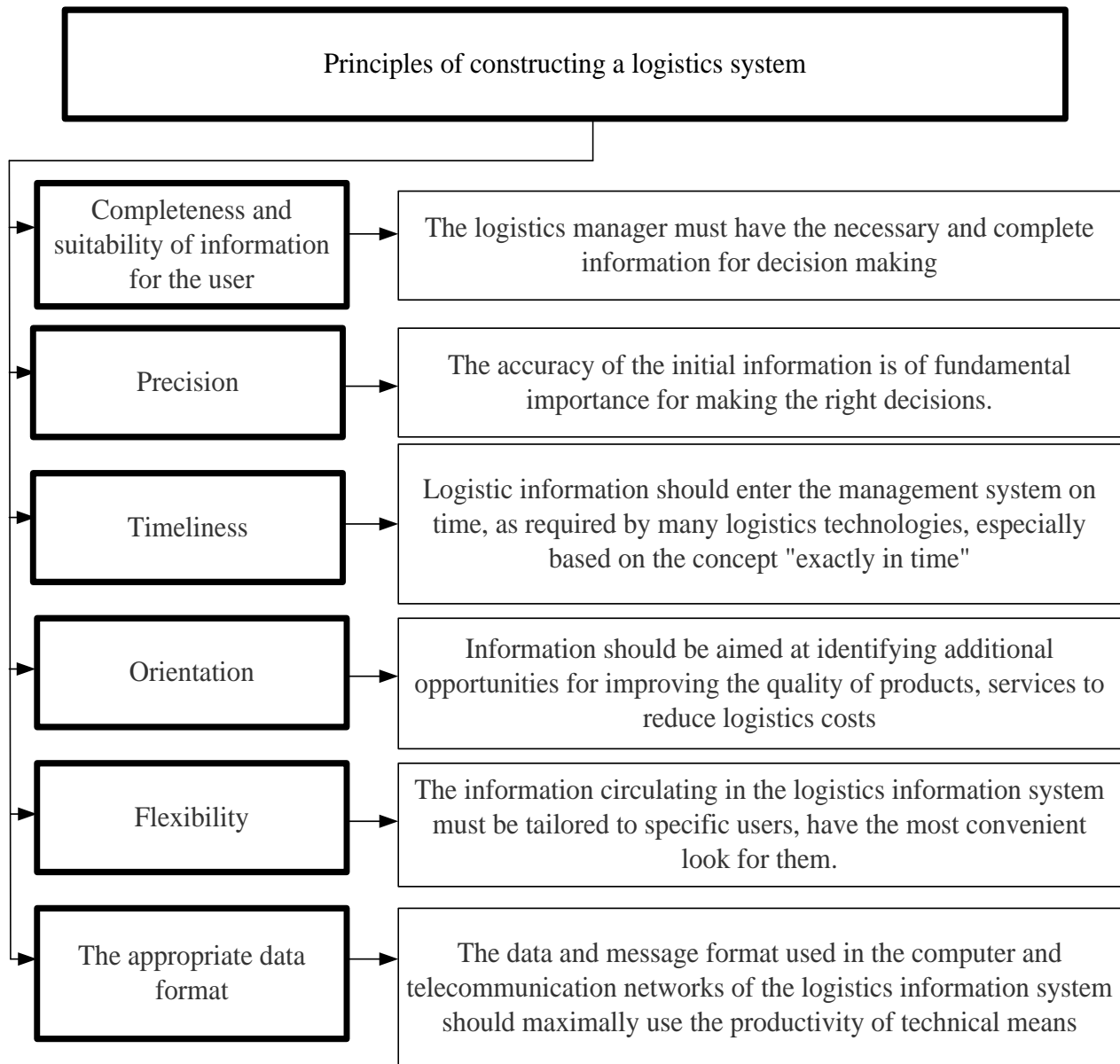


Figure 4 – Principles of constructing a logistics system

Value ratios of individual indicators may vary. For example, in a deficit of means of payment, loans are of great importance. At the same time, in countries with a developed market economy, the most significant indicator is the reliability of supply.

The logistics channel is a partially orderly set of different organizations and individuals that carry out or facilitate the bringing of goods from a specific manufacturer to the final consumer. Distribution channels can be divided into three groups depending on the number of levels (Fig. 5).

The use of distribution channels brings certain benefits to the manufacturer, since it ensures the sale of products in the most efficient ways, allows you to bring products to target markets, and saves the cost of distribution. Immediately the process of distribution is carried out through the implementation of the following types of work (Fig. 6).

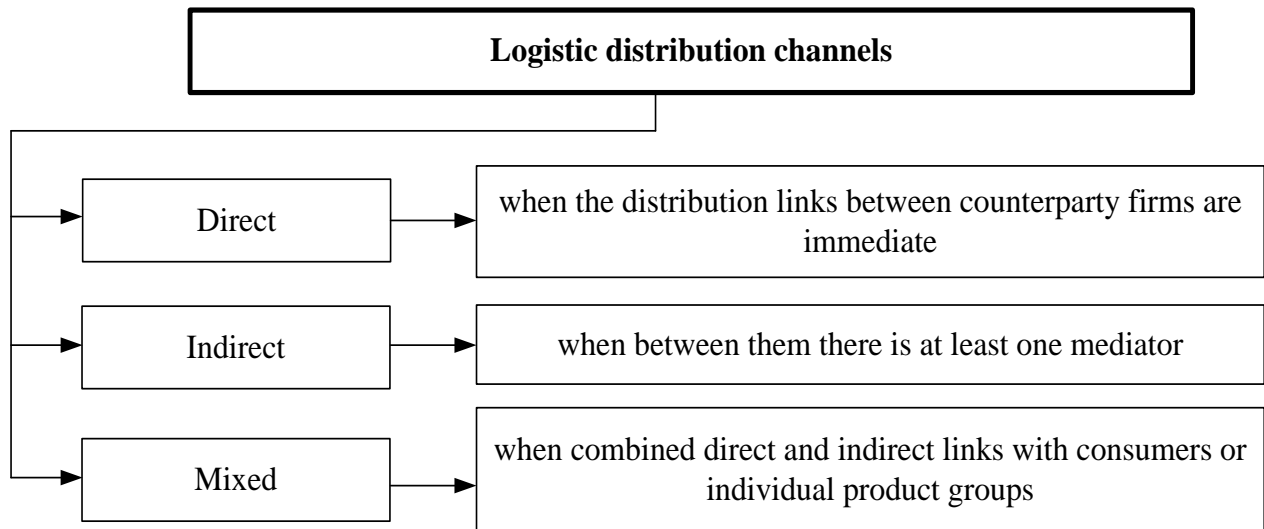


Figure 5 – Logistic distribution channels

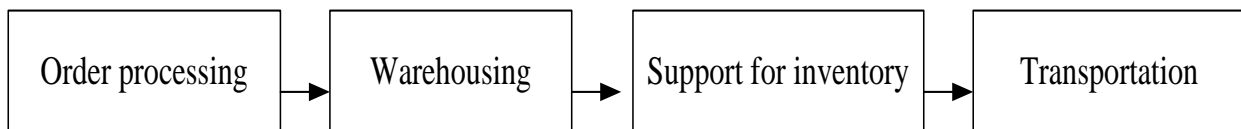


Figure 6 – The process of distribution

Distribution channels have a different structure that can be characterized by the number of constituent channels of the levels. In systems with direct connections in the channels there are no wholesale intermediary organizations.

Competitive struggle stimulates domestic enterprises to seek new reserves of competitiveness, which had not previously been seen as a source of strengthening the competitive position, and the logistical role starts to play a more significant role.

Consideration of logistics as a factor in increasing the competitiveness of domestic enterprises suggests that the consequences of decisions to be taken should be aimed at improving the financial condition of enterprises. In connection with this, the task of finding a method for controlling the indicators that most accurately reflects the connection of logistics with the main economic and financial indicators of domestic enterprises is updated (Fig. 7).

There are two forms of organization of logistics management: centralized; decentralized. Each of these forms is characterized by a grouped or scattered supply and sale service. The centralized system is appropriate when the initiative of domestic enterprises is not shaken. The decentralized system is used at domestic enterprises with diversified production.

Logistics management is the process of formulating a strategy, planning, managing and controlling the movement and storage of raw materials, materials, inventories, finished products, and the formation of information from the point of origin to the point of use (consumption) for the most effective adaptation and satisfaction of the client's needs.

The development of the theory of logistics management has reached the level of integrated logistics management as the essence of modern enterprise management. Integrated logistics management involves the following phases: analysis and forecast; formation of a strategic concept of logistics; specification of strategic tasks in programs and operational-tactical plans; realization and control of logistic plans.

Functional areas of logistics management at the enterprise are: optimization of physical movement of materials; improvement of information processes; storage of optimum material stocks; synchronization of the infrastructure of logistics processes; management of general logistics costs.

The essence of logistics management is structured according to strategic and operational spheres.

The tasks of strategic logistics management in the aspect of integrated management of a domestic enterprise are related to the following processes: the inclusion of logistics in the structure of strategic planning of domestic enterprises; the formulation of the logistics strategy and its place in the overall strategy of domestic enterprises; specification of strategic provisions in the field of strategic goals and strategic projects for their

implementation, as well as strategic control of logistics planning at domestic enterprises; the definition of an adequate strategy for organizing logistics.

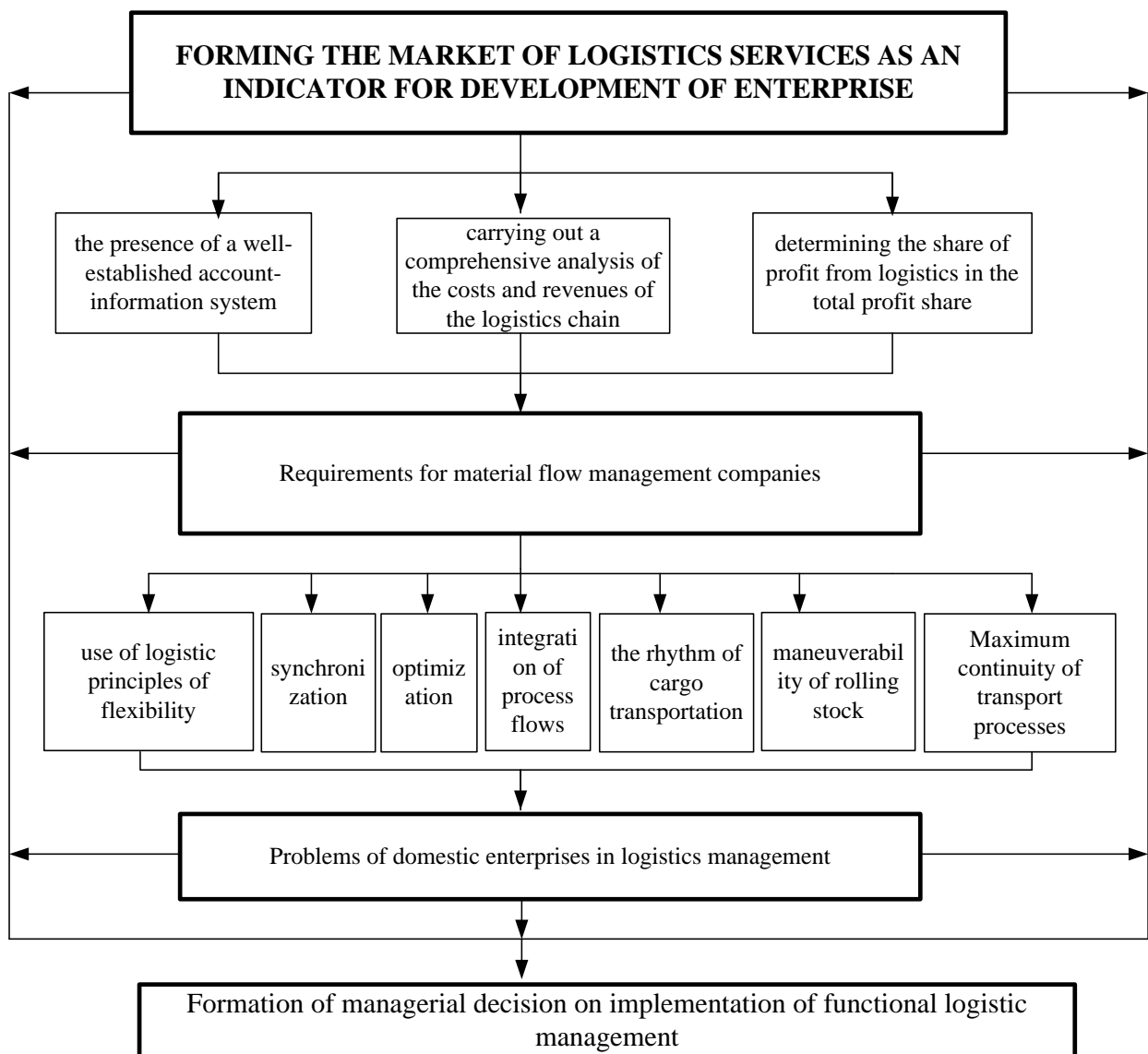


Figure 7 – Mechanism of forming a managerial decision on the introduction of functional logistics management

**Conclusions.** Consequently, the process of planning a logistics system involves the definition of goals and constraints, the development of standards for the assessment of results, the choice of technology analysis, drafting of the project. Determining the purpose means fixing possible when converting logistics cost system and service level. It is necessary to identify market segments or industries, time limits for achieving results, specific performance parameters that characterize the level of service.

The main objective of the formation of the market of logistic services is the guarantee of harmonious cooperation and “penetration” of logistic systems into the functional structure and management structure at the domestic enterprise

Thus, we can conclude that logistics affects almost every aspect of the account of profits and losses of entrepreneurship. Therefore, the relevant changes in the logistics strategy affect the financial performance of businesses and make their contribution to ensuring their long-term viability.

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