

LOGISTICS AS A COMPETITIVE ADVANTAGE

Lepskyi R.S., Pererva P.G.

National Technical University «Kharkiv polytechnic institute», Kharkiv

Obtaining economic benefits from cooperation between the supplier and the processing enterprise is based on the use of the potential of the synergistic effect, the manifestations of which distinguish the following: reducing the cost of purchasing and transporting raw materials to processing sites; significant reduction of losses of raw materials, especially perishable, by ensuring continuity of supply and reducing the gap between the collection of raw materials and its industrial processing; increase in production volumes of final products by improving the quality of raw materials and processing of non-standard raw materials and by-products.

Currently, in Ukraine, the sphere of production, circulation and consumption is still working in isolation, there is a significant gap between production and sales. As a result, the national economy continues to suffer significant losses in the form of lost profits. Therefore, logistics support of economic relations can bring significant economic success, significantly increase the level of competitiveness of both the national economy and individual industrial enterprises.

In our opinion, the logistics chain of distribution in the economic complex, having its own specific features, is very similar to the chains that are formed in other areas. The complexity and integrity of the complex affect the quality of subjects in the distribution of goods and their interaction in the implementation of flow processes. Our research showed that the functions of supply, production and supply were performed separately and subordinated to different organizational structures. The consequence of such an organization was The situation when the tasks of transport, warehousing and material flows were solved inefficiently. Thus, the lack of a unified logistics concept for regulating flow processes in an enterprise is manifested in the disunity of actions of functional divisions of different enterprises. In a competitive environment, it is quite difficult for domestic producers to maintain a certain position in the market. Therefore, they most often use the bulk of financial resources to develop new products, create distribution channels, open a chain of stores, etc.

In conclusion, it is concluded that among the modern types and forms of integration for agricultural enterprises and their suppliers, the most acceptable is the contractual form of integration, which allows adjusting the supply system depending on the season, as well as changing the number of participants and the volume of mutual obligations in accordance with changing market conditions.

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