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## ИЗВЕСТИЯ

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## NEWS

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**ANALYSIS OF LOGISTIC SERVICE OF CORPORATE  
CHANNELS OF DISTRIBUTION OF GOODS**

**Abstract.** The modern concept of integrated logistics requires a high level of integration and coordination of functions both within the company and when interacting with business partners. In the domestic practice, where logistics is rapidly entering into all areas of business, the most urgent problems are still the issues of analysis of the logistics service of corporate distribution channels of goods. The logistics tools are designed, first of all, to rationally organize the movement of inventory flows at the enterprise, which will allow for timely delivery to the consumer of finished products at the right place, at the right time, in the right quantity and quality with minimal cost.

**Keywords:** logistics, analysis, distribution channel, product, distribution management.

**INTRODUCTION**

Currently, commercial relations are formed in the conditions of high competition, uncertainty and volatility of the market environment. In order to succeed in entrepreneurial activity, it is no longer sufficient to use only marketing approaches, the use of modern highly effective methods and methods for managing streaming processes is required. The most progressive scientific and applied area in this area is logic. You can look at the object of logistics from various points of view: from the position of a marketer, financier, manager for planning and production management, a scientist, as a search for new opportunities in improving the efficiency of managing a company. This explains the variety of definitions of the concept of logistics.

**MAIN PART**

The presence of common functional areas inevitably leads to the emergence of cross-functional conflicts between the organizational units of marketing and logistics, which are especially clearly observed in enterprises with a traditional management structure. Consider the problems of the relationship of marketing and logistics in a manufacturing enterprise, where you can see the most striking examples of the conflict of interaction between the considered areas.

The growing interest on the part of entrepreneurs in logistics is due to potential opportunities to increase the efficiency of the functioning of material-conducting systems. Practice shows that companies using logistics have gained an advantage over competitors and significantly increased profits due to lower costs associated with reduced production costs in the field of resource potential. The passage of goods through various technical operations of the production process takes about 90% of all time costs. The use of logistics can significantly reduce the time interval at all stages of the production cycle. Reduction of time occurs, first of all, in the production process between the acquisition of raw materials, materials and the delivery of the finished product to the consumer. The effectiveness of the functioning of the enterprise using logistics is achieved mainly due to:

- a sharp reduction in the cost of goods;
- improving the reliability and quality of supplies;
- a systematic review of the totality of all parts of the production process from the standpoint of a single material-production chain, which has the name “logistics system”.

Table 1 - Comparative characteristics of the functional areas of logistics and marketing

Marketing	The area of interaction between logistics and marketing	Logistics
Production		
- definition of subject specialization and assortment structure of production; - determination of the characteristics and physical properties of the goods; - improving the quality and competitiveness of goods	- product packaging	- identification of potential sources of supply; - rational organization of production; - MP management (rationing of stocks of raw materials, determination of the size of the ordered batch, etc.)
Sales Policy:		
- market segmentation and target segment selection; - search for potential consumers; - the formation of demand and sales promotion; - study and forecasting demand; - sales forecasting	- conditions for the availability of goods to the consumer; - formation of a distribution system; - the choice of channels for the distribution of finished products; - sales analysis; - service maintenance	- rationing of stocks of finished products; - creation of a storage system, cargo handling; - selection of an effective option for transporting products to the final consumer; - development of cost estimates for sales and monitoring its compliance
Price policy		
- choice of strategy and pricing method	- competitive pricing	- cost reduction in distribution channels
Promotion		
- communication policy: advertising, PR events, sales promotion (promotions, discounts), etc.	- development of a product promotion strategy	
Information system		
- the formation of a marketing information system; - marketing research	- justification and organization of information support for the sales system	- the formation of a logistics information system; - organization of effective information flow management

The interaction of the individual links of the logistics chain is carried out at the technical, technological, economic, financial, methodological and other levels of integration. Reducing the cost of resources and minimizing time costs are achieved by optimizing end-to-end management of material and information flows, the latter occur where there are material flows and are their characteristic. Therefore, the use of the term material flows implies the presence of information flows, and control optimization affects both material and information flows. Using logistics speeds up the process of obtaining information and increases the level of service for the production process.

General trends in logistics management make it necessary to consider not only its functions (procurement, production, distribution), but also the logistics of the company as a whole, since product flow management can be the beginning, carried out during and at the end of the technological process, providing the opportunity to receive products “Internal” or “external” customers on time, in the units ordered, optimizing the quality of service and the cost of the service itself. In addition, logistics provides transportation, loading and unloading, cargo handling, warehouse operations, packaging and processing of information, and the provision of services [1, 2]. At present, one can note a broader approach to logistics, which, in addition to the above, includes analysis of the market of suppliers and consumers, coordination of supply and demand in the market of goods and services, as well as harmonization of interests of participants in the process of goods movement. In this case, many marketing functions are moving to logistics.

Modern market relations show that now those firms are effectively working where rationally and skillfully manage the systems of procurement, implementation and supply. The old concepts of procurement and sale of manufactured products were revised by those enterprises that began to consider

the criteria of quality and production of products in a new way. The presence of many suppliers, providing increased security and guaranteed volume of purchases that took place under the administrative-command system, has been replaced by the practice of procurement from a single source [1]. The results of relations with the seller of products and close work in the process of forming deliveries and effective systems for ensuring guaranteed quality have led them to criticize the system of traditional relationships between the consumer and the manufacturer "at a distance of one's hand." The product distribution management system focuses on negotiations on the cost of goods, rather than a competition of business offers, the trend of procurement for the short term replaces contracts for a long period of time. The results of these changes are a consequence of the increasing attention of managers to quality and increased activity in the search for suppliers that meet the criteria for the implementation of indicators such as cost, delivery, service. The successful process of most modern firms and their competitive advantages can be affected by the efficient and rational management of the procurement and supply processes. At present, much attention should be paid to the general process of goods distribution management within the framework of the enterprise mission, and not to individual procurement operations of firms. The momentarily changing market situation of the supply process, with its surpluses and shortages, changing prices and market conditions, problems with the availability of goods, is a frequent challenge to companies that want to make big profits in this area. And therefore, the management of the logistics system can be solved by a certain order of supply and circulation issues [2]:

- identification of a system of rational relationships between volumes and structures of production, circulation and movement;
- cost reduction from a huge increase in losses if certain conditions are not met;
- formation of the optimal degree of cooperation in the process of production, storage and movement;
- creation of an effective system of flows of timely management information on the production process.

In the distribution system, the use of logistics tools is caused by [5]:

- the search for rational options for the movement of cargo flows: in terms of warehouse overloads, the number of consignments of goods, through distribution warehouses, depending on the location of the seller and buyer;

- the need in competition to find, along with the usual operations for the sale and promotion of products, auxiliary services to the consumer in the warehouse processing and delivery of manufactured products. In turn, these logistics services help to increase the market for goods and services of enterprises;

- the ability to find resources that compensate in conditions of high competition for the costs of satisfying significantly growing customer demands;

- compensation of additional costs due to the rational location of warehouses, the effective size of the consignment of goods, the use of modern technologies in warehousing and loading and unloading operations in the system of logistics customer service;

- the correct application of logistic management methods, the use by enterprises of their communication networks for monitoring and control of cargo flows, the implementation of warehouse and inter-warehouse information systems, the process of managing cargo flows and goods flows with modern media, economic calculations and the latest computer technology;

- using the opportunities to overcome the contradictions between the interests of transport managers to reduce transport costs and logistics structures to reduce the cost of storage of goods;

- revenue growth, which is effective for disseminating logistic approaches and improving related criteria for enterprises and firms using modern management methods.

With the help of logistics tools it is possible to solve a number of issues related to the production and sale [4], including:

- determination of a system of optimal proportions between volumes of production, storage and transportation;

- cost reduction due to an avalanche-like increase in losses due to failures and downtimes;

- establishing a rational level of cooperation in the system of own production, storage and transportation;

- formation of a rational structure of flows of management information without delay in relation to the production process.

Without a comprehensive and rational solution of shortcomings in the logistics infrastructure system, it is impossible to increase GDP growth, create a very high-quality leap in the economy, increase production potential, create the necessary conditions for the development of regions and the competitiveness of domestic producers, and ensure a decent standard of living for the population.

At each geographical level EC uses building blocks to develop a (regional) smart logistics policy. These possible measures can be implemented and matched with the regional ambition.

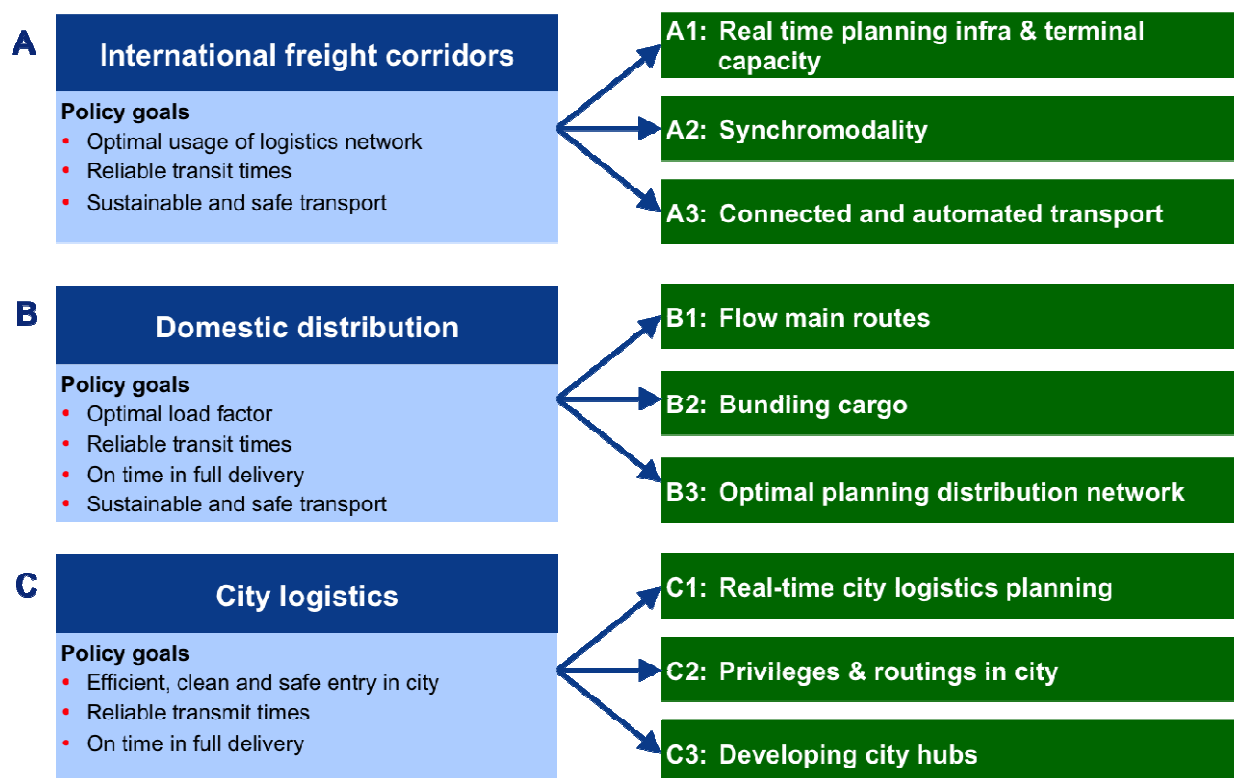


Рисунок 2 - Possible measures for smart logistics

Smart logistics solutions improve efficient transport and warehousing, but they also facilitate the (inter)connectivity between different logistics networks, for example for the exchange of transport orders between different parties and/or modalities.

Enterprises that have built their activities on the basis of a marketing concept, sooner or later come to the need to create a logistics system that allows to optimize many processes. Improving the quality of logistics processes and increasing the depth of its integration with other managerial functions, the company receives additional competitive advantages, allowing it to occupy a more stable position in the market.

## CONCLUSION

Of great importance for improving the efficiency of distribution management is the analysis of supply chain activities, taking into account flexibility in customer service. Service flexibility is expressed in a diversified approach to meeting the requirements of each client, which makes it possible to provide services at the required basic level with the possibility of added value service. An integrated assessment of the effectiveness of the functioning of logistics chains in the distribution system requires specification of indicators and the selection of appropriate analysis methods.

The problem of choosing a system of indicators is quite complex and depends on the internal and external factors of activity of each participant in the supply chain. The final stage of the proposed



algorithm is control over the selected system of indicators, carried out with the support of the corporate monitoring system.

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#### **АНАЛИЗ ЛОГИСТИЧЕСКОГО ОБСЛУЖИВАНИЯ КОРПОРАТИВНЫХ КАНАЛОВ РАСПРЕДЕЛЕНИЯ ТОВАРОВ**

**Аннотация.** Современная концепция интегрированной логистики требует высокого уровня объединения и координации функций как внутри компании, так и при взаимодействии с контрагентами по бизнесу. В условиях отечественной практики, где логистика стремительно входит во все сферы бизнеса, наиболее актуальными проблемами по-прежнему остаются вопросы анализа логистического обслуживания корпоративных каналов распределения товаров. Инструменты логистики призваны, прежде всего, рационально организовать движение товарно-материальных потоков на предприятии, что позволит получить своевременную доставку потребителю готовой продукции в нужное место, в нужное время, в нужном количестве и качестве с минимальными затратами.

**Ключевые слова:** логистика, анализ, канал распределения, товар, управление распределением.

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#### **ТАУАРЛАРДЫ БӨЛУ КОРПОРАТИВТІК КАНАЛДАРДЫҢ ЛОГИСТИКАЛЫҚ ҚЫЗМЕТІН ТАЛДАУ**

**Аннотация.** Интегралды логистиканың қазіргі заманғы тұжырымдамасы компания ішінде де, іскери серіктестермен өзара әрекеттесу кезінде де интеграция мен функцияларды үйлестірудің жоғары деңгейін талап етеді. Логистика бизнестің барлық салаларына тез енетін отандық тәжірибеде ең өзекті мәселелер тауарларды корпоративті тарату арналарына арналған логистикалық қызметтерге талдау жасау болып қала береді. Логистикалық құралдар, ең алдымен, кәсіпорында тауарлы-материалдық ағындардың қозғалысын ұтымды ұйымдастыруға арналған, бұл тұтынушыға дайын өнімді қажетті жерде, қажет уақытта, қажетті мөлшерде және ең аз шығынмен сапалы жеткізуге мүмкіндік береді.

**Түйін сөздер:** логистика, талдау, тарату каналы, өнім, таратуды басқару.

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