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IMPROVING LOGISTICS ACTIVITIES IN THE ENTERPRISE

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Today the use of traditional means related to the improvement of production activities is not enough to improve the efficiency of the enterprise. Therefore, logistics as a practical activity steadily takes its place in the management of modern enterprises. Logistics helps to reduce the time and costs between the purchase of raw materials and supplies and delivery of final products to consumers. The main task of logistics of a production enterprise is to create and ensure the effective functioning of the flow process management system at the enterprise.

Logistics at a modern enterprise has an optimization and integration character. The use of logistics approach and creation of logistics systems allows enterprises to reduce inventories in production, supply and sales, increase the turnover time of working capital, reduce production costs, ensure full customer satisfaction with the quality of products and services. Thus, logistics allows to increase organizational and economic stability of the enterprise and increase its competitiveness.

Practical and theoretical principles of logistics are only beginning to develop in Ukraine. Among Ukrainian specialists there are three concepts of logistics, which do not contradict each other so much as reflect three different approaches to ensuring efficient and continuous operation of material flows of the economy.

The first concept refers to the activities previously known as material and technical supply (MTS) and management of material resources consumption, in

other words 'logistics'. The subject of scientific research is considered to be the organization of material flows in the ICC system of the enterprise.

Supporters of the next concept seek to call the word 'logistics' professional functions of organizers in production, planners, controllers, that is, a wide range of specific management functions.

The third concept is the subject of study of the outstanding function of the end-to-end organizational and analytical optimization of flows as a purposeful system. It is believed that all flows as objects of a logistics specialist have already been created and are organized by other services of the enterprise.

The main concept of building a logistics management system should consist in the development and implementation of logistics functions as a common set of functions; in their implementation by all structural units related to the promotion of goods; in ensuring the optimization of the total cost of transportation, storage and maintenance of product stocks.

In modern conditions it is impossible to ensure the competitiveness of the company, ignoring the requirements of logistics. The main requirements are:

- linking logistics with corporate strategy;
- improvement of the organization of material flows;
- timely receipt of necessary information and modern technology of its processing;
- effective management of human resources;
- reduction of procurement batches and consolidation of sales batches;
- evaluation of the logistics units' activity.

Thus, it can be assumed that the logistics system is a means of managing economic processes aimed at efficient acceleration of working capital and the fastest possible use of efficiency potential in the field of circulation. Logistics and enterprise strategy are in a complex relationship, which should be noted when determining the strategy of the enterprise and when investing in logistics.

The logistics concept is built in accordance with the specifics of a particular production unit (enterprise, firm, corporation). Conceptual provisions are put into practice by making logistics decisions in such functional areas of logistics as:

supply logistics, production logistics, sales logistics, processing logistics, transport logistics.

Supply logistics is responsible for the integrated planning, management and physical handling of the flow of materials, raw materials, purchased parts and related information flow as they move from the supplier to the initial production warehousing area in order to optimize the cost and time characteristics of the processes.

Production logistics acts in the planning and management of production processes, including intra-production transportation accompanied by information flow in order to speed up the production process and minimize costs.

Sales logistics includes in the complex planning, management and physical handling of finished products with the necessary logistics information flow to speed up the sales process and minimize costs.

Recycling logistics should cover in a complex the planning, effective management and physical handling of the production waste flow, faster process and reduction of overall costs.

Transport logistics solves a set of tasks related to the organization of the movement of goods by public transport. The main of these tasks are:

- selection of the type and type of vehicle;

- optimization of the transport process during multimodal transportation;

- determination of rational delivery routes and coordination of transport and production process;

- ensuring the technological unity of the transport and warehouse process.

Logistics planning and management combines the functional areas of supply, transportation, production, sales of products in order to minimize the total costs of the system as a whole. The described means the creation of such a concept of logistics, which sets significantly higher requirements for the management of logistics activities, respectively, the adoption of management decisions that are optimal from the point of view of the system-wide approach, since the integrating consideration excludes the release and realization of economic effects in the system.

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