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Transport logistics as a basis for increasing the competitiveness of enterprises in the process of international trade Levitskiy Artem Oleksandrovich, 4-year student of, artemlevitskiy2@gmail.com

Transport logistics is one of the important components of the development of the state's economy. Currently, this component of the economy in Ukraine is at the stage of its formation and requires a scientific approach to study. Transport logistics, along with procurement, distribution, production and storage, is the main basis for increasing labor productivity and, accordingly, increasing efficiency both in the sphere of circulation and in the sphere of production. Of course, transport logistics has a clear geographical basis and requires research from the side of social geography, to identify spatial disproportions in the development of logistics, search for opportunities to rationalize connections, etc.¹

The main principle of logistics is the delivery of goods as quickly as possible with minimal monetary costs. On-time delivery is the main principle of transport logistics. The cargo cannot be delivered sooner or later, because production cycles may depend on it, the violation of which leads to an increase in financial losses and the final price of the product. For example, if the cargo is delivered earlier than the agreed time, the destination may not have time to prepare a warehouse or other site for unloading. Delay is a stoppage and simple production.

In today's world, logistics has become an inseparable part of business strategy, especially for organizations or industries that focus on the global market. Eurointegration gives Ukraine more opportunities for enterprises to enter international markets and find a market for their products, which increases competition among enterprises and requires a faster response to change. Increasing these problems, but also to increase the efficiency of activity there is a need to study trends in the global market development logistic services. The aim of the

¹ Bagrova IV, Redina NI, Vlasjuk VE, Hetman OO Foreign economic activity of enterprises. Textbook. - K: Center for Educational Literature, 2014. - 580p.

research is to analyse the current situation of the transport and logistics market of Ukraine, analysis of dynamics and structure of Ukrainian foreign freight traffic with the EU countries.²

To analyse efficiencies of international supply chains and identify competitive positions of countries on the global logistics market the index of Logistics Performance (LPI) is used, according to which Germany has the leading position for several years. According to the main expert findings, the gap between the LPI of high-income countries and low-income countries is on average close to 45%.

The US is the largest provider of transport services, but they are steadily losing their leading position in this segment of the market. This is due to low economic factors and the active development of logistics in the leading European countries.

Customs clearance - as a rule, the duties of a commission agent who, on behalf of the resident commission, buys or sells goods abroad, include the customs clearance of goods. If there is a certificate for the right to declare, the commission agent does it directly, in the absence of such a certificate, on behalf of the committent, he concludes an agreement for customs declaration with a third party - a customs broker. All this should be provided for in the commission agreement.

In today's conditions, in order to exist in a competitive environment, company managers are obliged to be in a continuous search for new sources of competitive advantages and enterprise management devices. Competitiveness is considered as the ability of a business entity to surpass competitors using its own advantages in order to achieve the set goals³

Research conducted in the field of logistics for a wide range of markets, from food products to capital-intensive products, revealed that producer firms and intermediaries have sufficiently large abilities to create priority conditions for

² Didkivsky MI Foreign economic activity of the enterprise: Textbook. manual. - Kyiv. : Knowledge, 2018. - 462p

³ Krylova HB International trade: textbook. way. - Kyiv: Knowledge, 2017. - 365p.

consumers. But these possibilities can be fulfilled only if the functioning of logistics is fully market-oriented. The significant advantages of logistics in the competition are based on the research of British scientists, who claim that in the structure of the cost of production, costs make up about 70% related to savings, transportation, packaging and other operations for the movement of goods. It follows that it is precisely in the field of logistics, but manufacturing as it was considered earlier, the largest reserves were placed in accordance with the improvement of the competitive position of the enterprise.

The logistic approach also creates conditions for improving many other indicators of the enterprise's functioning, as its general organization is improved, the interconnection of individual links increases, and manageability improves.⁴

Therefore, the economic effect of the implementation of the logistics department at an industrial enterprise is achieved by reducing costs along the entire path of material flow, which allows to increase the competitiveness of the enterprise thanks to the implementation of the logistics strategy of cost leadership. Thus, it is possible to conclude that on the basis of the logistics approach to competitiveness management, new sources of competitive advantages of the enterprise are created, which are based on low costs. For this reason, appropriate changes in the logistics strategy affect the economic results of the enterprise and make their own contribution to their long-term viability. At the same time, due to the action of its specialized devices, there is an increase in the key characteristics of the enterprise. Therefore, increasing competitiveness through the result of logistics is a constant and active process.⁵

⁴ Law of Ukraine on Foreign Economic Activity (Vidomosti Verkhovnoi Rady URSR (VVR), 1991, № 29, p. 377) [Electronic resource] - Access mode: <https://zakon.rada.gov.ua/laws/show/959-12>

⁵ Subjects of realization of the fiscal function of the state in the context of economic security: a view from the position of agency theory", *BiznesInform. pr.*, vol. 6, pp. 18-23

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