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ECONOMIC NATURE OF LOGISTICS SYSTEMS OF ENTERPRISES

It is found that currently commercial relationships are formed under conditions of high competition, uncertainty and instability of the market environment. In order to achieve success in business, it is not already enough to use only marketing approaches, the use of modern highly effective ways and methods of management of flows are required as well. The most progressive applied scientific direction is logistics, which includes introduction of logistics systems at enterprises.

It is proved that logistics system provides the enterprise with necessary set of services at the maximum possible reduction of associated costs due to implementation of logistics operations. Because of this, logistics policy is developing by taking into account two factors – the desired level of logistics service and the minimum magnitude of logistics costs for its achievements, but the purpose of logistics management is to establish a balance between these two components, to make them advantageous both to the consumer and generator of material flow.

It is determined that, in terms of traditional variant of material flows management at the enterprise, there is no systematic management. Thus, links between logistics operations that are correspondent to different functional areas, are not clearly defined, and often are fixed not purposefully but accidentally. There is no arrangement, association of logistics operations into a single, common for the enterprise function of management of material flows.

It is grounded that theoretical principles and exact recommendations of logistics are actively implemented into practical activity of enterprises in many countries. In applied sphere, the return appears in significant economic effect obtained by reducing costs and time in spheres of production. Logistics as scientific bases of management of flows is applied not only in industry, trade and transport, but also in the service sphere, banking and insurance activities, organization of after-sale service, public services, tourism and other areas of activity.