

**LOGISTICS STRATEGY AS AN IMPORTANT ASPECT FOR
ENSURING THE ECONOMIC SECURITY OF THE ENTERPRISE**

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Abstract. *Recently, the conditions of operation enterprises in Ukraine, which are under the constant influence of globalization and the variability of the world market, have become significantly more complicated, in particular, the introduction of martial law in the country. In today's realities, the primary goal of companies' activity is their "survival" in a highly competitive environment, which necessitates timely tracking, quick response and taking into account continuous changes in it, as well as preservation, strengthening and development of the relevant competitive advantages of all business entities.*

The economic security of an enterprise is a state of the management management system of the enterprise, in which the management of financial resources and the ability to adequately respond to changes in the the external and internal environment and to project possible threats and the reaction to them in order to ensure crisis-free development of the of the enterprise. After all, it is the management system that recognizes threats and develops measures to overcome them. The main goal of ensuring economic security of an enterprise is to achieve maximum stability its operation, as well as creating the basis for further growth its economy even in the presence of objective and subjective factors.

In practice, the mechanism of ensuring economic security of an of an enterprise can be considered as a system of organizational, financial and legal means of influence aimed at timely detection prevention, neutralization and elimination of threats to the financial security of the enterprise. To effectively ensure the economic security of an enterprise of an enterprise requires a systematic approach that involves the formation of a of an economic security management mechanism. A systematic approach to the formation of a mechanism for ensuring the economic security of an enterprise suggests that all conditions of its activity should be taken into

account, and the mechanism should have clearly defined elements, a scheme of their action and interaction.

The functioning of any enterprise depends on the right choice logistics strategy in the system of economic security, which is a complex, orderly and integrated process aimed at obtaining aggregate results of the system in the context of effective use of financial and material and technical resources. The main one's logistics strategic goals of industrial enterprises are carrying out the optimization process of material costs and information flows.

The main characteristics of modern logistics strategy of the studied enterprises can be considered the following: consistency of decisions of all logistics subsystems; sequence and complexity of different actions time periods; reality and elasticity of plans.

The strategy of economic security of the enterprise is a set of the most significant decisions, aimed at ensuring an acceptable level of security of the operation of the data enterprises.

Strategic management of the economic security of the enterprise is a set of measures with formation of a management strategy for the interaction of the enterprise and external entities environment within the system complex in the direction of its transformation by transformation of irrational intersystem interactions into predominantly rational ones for implementation of strategic interests of the enterprise [1]. Management of economic security determined by the complexity of the object itself and the environment and the openness of the system, conditioned the need to take into account, along with internal risks, external threats that determine during the analysis of the internal and external environment of the enterprise.

The system for combating threats to the economic security of enterprises consists of:

- ✓ systems of prevention measures;
- ✓ identification of threats to the economic security of enterprises;
- ✓ monitoring of internal risks and external threats of enterprises;
- ✓ analysis and assessment of current threats;
- ✓ determination of measures to neutralize risks and threats;
- ✓ activities related to the neutralization of internal risks and external economic threats security of enterprises.

Special attention in this system of combating threats to economic security enterprises should focus on the elimination of threats or their prevention and avoidance.

The main stages in the process of strategic management of economic security are:

1. Identifying the mission and goals of the enterprise.
2. Monitoring of the external environment.
3. Identification of threats to economic security.
4. Analysis of the internal environment.
5. Strategic analysis of the level of economic security.
6. Formulation of strategic alternatives.
7. Choosing an economic security strategy.
8. Assessment and management of strategy implementation.
9. Strategic control and strategy correction.

The first stage, according to the proposed model, is the formation of the mission and goals enterprises. The second stage is the monitoring of the external environment. The external environment in strategic management is considered as a set of two relatively independent subsystems: macro environment and immediate environment. The third stage, according to the proposed model, is the identification of threats to the economic security of the enterprise. At this stage potential threats and existing threats to the economic security of the enterprise are diagnosed.

The next stage is the analysis of the internal environment. Internal environment we analyze in the following directions: company personnel, their potential, qualifications, interests, etc.; scientific research and development; production, which includes organizational, operational and technical and technological characteristics; company finances; marketing; organizational culture. On the basis of data from the external and internal environment, we carry out a strategic level analysis economic security of the enterprise. Having carried out a strategic analysis and assessed all threats and potential of the enterprise, it is possible to implement the next stage, namely to form strategic one's alternatives [2].

The seventh stage of the model - the choice of the economic security strategy of the enterprise – is the most important stage. The next stage during the development of an economic strategy security is the evaluation and management of the implementation of the developed strategy according to the economic and non-economic parameters established by the enterprise.

So, having completed all the necessary stages for the formation of a provision strategy economic security, it is necessary to complete all this with the qualitative implementation of this strategy and control over its implementation. The developed strategy of economic security must correspond corporate strategy of the enterprise and to protect against external and internal threats as economic and financial condition of the enterprise.

Conclusion

So, having completed all the necessary stages for the formation of a provision strategy economic security, it is necessary to complete all this with the qualitative implementation of this strategy and control over its implementation. The developed strategy of economic security must correspond corporate strategy of the enterprise and to protect against external and internal threats as economic and financial condition of the enterprise.

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