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IMPROVING SUPPLY CHAIN PLANNING

In recent years, the interest of scientists and practitioners in the problems of logistics has been growing. The globalization of the market of goods and services, as well as global changes in information technology, require ensuring the clarity of physical supply flows as a necessary condition for the mandatory continuity of business processes.

The methodological apparatus of logistics has proved the universality of its use in streamline process optimization in all areas of the national economy. Integrated logistics planning helps to increase the economic sustainability of companies in the market due to logistical coordination, which allows to find compromises between the functional units of the company and ensure its integrated interaction with the external environment.

In modern conditions, one of the main problems of domestic enterprises is the lack of logistics strategies designed for integrated supply chain management in order to optimize company resources. Foreign experience shows that the world's leading companies focus on strategic logistics in order to be able to reach suppliers, logistics intermediaries and consumers.

The process of developing logistics strategies should be based on a thorough study of all possible alternatives for the development of the company and consist in the selection of priority areas of activity, developed markets, served needs, methods of competition, attracted resources and the level of logistics service. At the same time, the choice of strategic areas of company activity should shift from competition on the basis of low costs and unique properties of goods and services to strategies based on proximity to consumers and the formation of logistics networks.

Clarity of logistics processes, the use of the latest tools for managing them, the economic conduct of business and the reduction of logistics costs are necessary conditions for maintaining the firm's market position and its victory in the competition.

The development of logistics is promoted primarily by the growth of trade and freight traffic. This development is accompanied by the emergence of new phenomena, problems and trends, the knowledge of which is of both theoretical and practical interest.

Meanwhile, it can be stated that insufficient attention is paid to the problem of managing the logistics system of enterprises, and many methods and models for preparing and making decisions and the possibility of their application in logistics have not been sufficiently studied or require adjustment and adaptation. A number of methods and models of logistics can be applied only in conditions of certainty, however, most of the decisions in the management of logistics systems are made in conditions of uncertainty in the external environment.

Improving the models and methods of logistics, clarifying existing models and algorithms and developing new ones can become a real way to increase the accuracy of calculations and the effectiveness of decision-making in the management of logistics systems.

Not enough attention is paid to the problem of risk management in logistics systems. Risk losses are recognized by individual researchers as a component of logistics costs, but few take into account that their optimization in the logistics system is impossible without preliminary identification, assessment and diagnosis of the risks of logistics activities, as well as a well-considered choice of a solution that takes into account risks.

Foreign experience shows that logistics has a strategically important role in modern business.

Thus, the best results in business are achieved by companies using the concept of integrated logistics, which allows you to combine the efforts of the managing personnel of the company, its structural divisions and logistics partners in a single chain: procurement - production - distribution - sales - service. The principles and methods of integrated logistics are aimed at obtaining optimal solutions, in particular, minimizing the overall logistics costs of the company.

Reducing all types of costs allows the company to free up financial resources for additional investments in warehouse equipment, information and computer systems, advertising, marketing research, etc.

Optimal logistic solutions can be obtained by the company's management not only by the criterion of minimum total costs, but also by such key indicators as the lead time and the quality of the logistics service.