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ACTIVITY OF THE DELIVERY COMPANY "NOVA POSHTA" UNDER MILITARY CONDITIONS

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For a long time, Nova Poshta was the leader in the field of express delivery. This is the Ukrainian international group of companies on logistics and related services for businesses and individuals. It is the leader of express delivery in the number of delivered parcels in Ukraine - for 2020 delivered 327 million parcels and cargo. There are 9300 branches - in all cities and villages in Ukraine [1]. Like the entire economy of Ukraine with the onset of the war, the company had to adapt to wartime conditions.

Every day since the war began, the map and the list of open offices and mail outlets on the official website Nova Poshta are updated. To date, the Nova Poshta has opened 3,600 service points, of which 1,800 offices in each region and 1,850 street post offices in 16 cities. The company works every day, without weekends. This is a perfect example of how the work of Nova Poshta has changed. The significance of the changes is represented in the Table 1.

Table 1. The general information of Nova Poshta (source: created by authors)

| | Nova Poshta | |
|---|---------------------|---------------------|
| | Before | Now |
| Number of branches | 9000 service points | 3600 service points |
| Delivery times across Ukraine | 1-2 days | 2-6 days |
| Availability of a mobile application | + | + |
| API (Application Programming Interface) | + | + |
| Loyalty program | + | + |
| International delivery | + | + |
| Shipping multiple items of your choice | - | - |
| Delivery at time intervals | + | + |
| Transportation of bulky goods | + | + |

According to the official website, traffic through the Nova Poshta has reduced by 20 times since the beginning of the invasion [2]. Before the war, the company used to delivery 1 million parcels every day, with 70% of those orders coming from online merchants. During the first week of the war customers shipped an average of 50,000 parcels every day. It was just 5% in comparison to the pre-war period. But from the second week of the war there was a revival of shipments, when the average

number of shipments was 100-125 thousand per day. And since March 21, 350 thousand shipments have been recorded, of which 60% are online orders. Among the most popular categories of goods ordered by Ukrainians by Nova Poshta: clothing, footwear, automotive products and spare parts, medical supplies (including medicines), food, cosmetics, pet products. Also company delivers goods free of charge from volunteers and organizations that help the army and defense.

It should be noted that with the beginning of the war, logistics in Ukraine has changed dramatically. The delivery of commercial goods has practically stopped, and humanitarian and military goods are being transported [3]. And mostly for the transportation of humanitarian goods companies do not charge, they only ask to refuel the truck or reimburse fuel costs. However, it should be understood that the decline in commercial traffic affects the profits of companies and contributions to the state budget, which leads to crises in the economy. Against this background, the increase in the volume of Nova Poshta shipments indicates the support of the economy as consumers make online purchases and delivery of these orders.

Other shipment companies have also established themselves in wartime. Thus, after a 21-year break, Ukrposhta resumes delivery of items by rail. Due to the large number of checkpoints and due to hostilities and their consequences in the form of mined roads and damaged bridges, delivery of items by road is delayed. Also in the last two weeks of March, Ukrposhta delivered 84,000 export shipments with a total weight of 230 tons. Part of these shipments - commercial exports, which in volume during the month since the beginning of the war managed to recover up to 60%. These are parcels that Ukrainian entrepreneurs selling goods on marketplaces send to customers abroad.

Conclusion

Nova Poshta, one of Ukraine's largest delivery company, underwent changes during the military aggression. The changes took place from the first day and will not improve, but now the company does not stand still and continues to work in new conditions and support the country's economy.

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