

## **NOVA POSHTA: FROM A SMALL STARTUP TO A LOGISTICS GIANT: A MORE DETAILED LOOK**

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### **Humble Beginnings**

Nova Poshta, a Ukrainian logistics and delivery powerhouse, began its journey in 2001 as an ambitious startup founded by two forward-thinking entrepreneurs, Vyacheslav Klymov and Volodymyr Popereshnyuk. At the time, Ukraine's delivery infrastructure was underdeveloped, and there was a clear gap in the market for a company that could provide fast, reliable, and customer-oriented parcel delivery services.

With only \$7,000 in startup capital—an amount considered quite modest even then—the founders took a significant risk. They believed in the potential of creating a logistics service that could match or surpass Western standards in efficiency and professionalism. They built a small team of like-minded, driven individuals who shared their vision and were ready to take on the daunting challenges ahead.

In the early days, Nova Poshta operated without fanfare. They rented a small office and used personal vehicles for deliveries. The first few weeks were particularly challenging—despite their readiness to work, the company didn't receive a single order. This period tested the team's resolve and forced them to think creatively about how to attract their first clients. They distributed flyers, made cold calls to businesses, and networked tirelessly to gain trust in a skeptical market.

Then, a turning point: Nova Poshta secured its first shipment, a delivery from Kharkiv to Kyiv. This successful delivery, though small in scale, was monumental in significance. It demonstrated that their service worked, and more importantly, it gave the team confidence that they could build something sustainable.

Encouraged by this success, Nova Poshta began to focus on building a reputation for reliability and speed. They emphasized timely deliveries, responsive customer

service, and transparency—features that were largely missing from existing postal services at the time. Word-of-mouth began to spread, and more clients—especially small and medium-sized businesses—started turning to Nova Poshta for their delivery needs.

As demand grew, the company reinvested its profits into expanding operations, improving infrastructure, and hiring more staff. What began as a humble initiative quickly transformed into a thriving business that would soon revolutionize the logistics industry in Ukraine.

### **Rise to National Prominence**

Throughout the 2000s, Nova Poshta experienced steady and strategic growth by remaining committed to three core principles: reliability, speed, and customer satisfaction. These values became the foundation of the company's operations and were a stark contrast to the often slow, bureaucratic, and outdated practices of state-run postal services at the time.

While many logistics providers struggled to modernize, Nova Poshta embraced innovation and efficiency from the start. The company introduced streamlined delivery processes, clearly defined delivery timelines, and professional customer service that prioritized responsiveness and accountability. These practices quickly won over a wide range of customers—from everyday individuals sending parcels across cities to rapidly growing businesses that needed dependable delivery partners.

One of Nova Poshta's early strategic advantages was its ability to identify and respond to the evolving needs of Ukraine's growing e-commerce sector. As online shopping began to take off in the late 2000s and early 2010s, Nova Poshta positioned itself as the go-to logistics partner for online retailers. By offering quick shipping, easy returns, and wide geographic coverage, the company helped fuel the growth of Ukraine's digital economy.

To support its expanding operations, Nova Poshta invested heavily in infrastructure. The company established high-capacity logistics hubs and modernized its sorting facilities, enabling faster parcel handling and dispatch. At the same time, it rolled out a comprehensive staff training program to ensure that employees at every

level—from couriers to customer service representatives—maintained high performance standards.

By 2018, Nova Poshta’s presence had become truly national. With over 6,000 branches and access points across Ukraine, the company was handling over 174 million shipments each year. These numbers not only reflected the company’s operational capacity but also demonstrated the deep trust that millions of customers had placed in its services.

The company’s growing transportation fleet, including both light vehicles for urban delivery and long-haul trucks for intercity logistics, allowed for timely and efficient coverage across diverse terrains and regions. Nova Poshta had become more than just a delivery service—it was now an integral part of Ukraine’s commercial infrastructure, supporting entrepreneurs, small businesses, and major corporations alike.

This impressive growth trajectory marked Nova Poshta as a pioneer in private logistics in Eastern Europe and laid the groundwork for its future international expansion.

### **International Expansion**

In 2015, Nova Poshta reached a major turning point in its history when it decided to venture beyond Ukraine's borders. This decision was driven by the company’s growing confidence, extensive domestic success, and a clear demand for reliable logistics services among Ukrainians living abroad. The first international offices were strategically established in Georgia and Moldova—countries with cultural and economic ties to Ukraine and relatively similar logistics landscapes.

These early expansions were carefully planned pilot projects. Nova Poshta tailored its services to local conditions while maintaining the same high standards of speed, reliability, and customer care that had earned it a strong reputation in Ukraine. The successful integration into these markets proved that the company's model—centered around customer-centric service, efficient logistics infrastructure, and digital tools—could be replicated internationally.

Encouraged by the positive results, Nova Poshta launched a broader European expansion campaign. The company set up operations in key EU markets such as Poland, Slovakia, Italy, Spain, France, and the United Kingdom. These countries were selected not only for their significant Ukrainian communities but also for their advanced e-commerce sectors and robust demand for efficient cross-border delivery solutions.

In Poland, for example, Nova Poshta became a vital bridge between Ukrainian businesses and their customers in the European Union, offering fast and affordable parcel delivery across borders. In the UK and Italy, the company provided essential logistical support to thousands of Ukrainian expatriates sending goods back home or receiving parcels from relatives.

However, Nova Poshta didn't limit its services to the Ukrainian diaspora. It positioned itself as a competitive logistics provider for local European businesses seeking a reliable partner for domestic and international shipping. By offering user-friendly digital platforms, transparent pricing, and dependable timelines, the company attracted small and medium-sized enterprises that were underserved by larger global courier companies.

To support this international growth, Nova Poshta invested in local warehouses, hired regional staff, and developed multilingual customer support systems. Its logistics model was enhanced to accommodate customs procedures, international tracking, and last-mile delivery challenges in diverse regulatory environments.

This bold expansion transformed Nova Poshta from a national champion into a growing regional logistics leader, with ambitions to become one of Europe's most recognized names in parcel delivery.

### **Technological Innovation and Modernization**

Nova Poshta has consistently positioned itself at the forefront of technological advancement in the logistics sector, both in Ukraine and across the wider region. Innovation is not just a part of the company's strategy—it is woven into the fabric of its identity.

From the early stages of its development, Nova Poshta recognized that convenience and transparency were key to building customer trust. It became one of the first logistics providers in Ukraine to introduce **real-time parcel tracking**, allowing clients to monitor the location and status of their shipments with precision. This seemingly simple tool revolutionized the customer experience by providing a level of visibility and control that had previously been unheard of in the local market.

To enhance accessibility, Nova Poshta also rolled out **self-service terminals** across the country. These machines enabled customers to send or receive parcels independently, reducing wait times and streamlining the overall delivery process. These terminals became especially valuable in urban areas, where fast-paced lifestyles demanded quick and efficient service.

The launch of a **comprehensive mobile application** marked another milestone in the company's digital journey. The app offers users a suite of powerful tools: from parcel tracking and address book management to price calculators and digital payment integration. This platform turned Nova Poshta into a fully digital logistics partner, making shipping as easy as a few taps on a smartphone.

In pursuit of even greater efficiency, Nova Poshta invested heavily in **automation**. Its state-of-the-art sorting centers are now equipped with high-speed **robotic systems** capable of processing thousands of parcels per hour with remarkable accuracy. These technologies have dramatically reduced delivery times, minimized operational errors, and enhanced the scalability of the company's infrastructure.

But innovation at Nova Poshta isn't limited to technology—it also includes a strong commitment to **sustainability**. Recognizing the environmental impact of the logistics industry, the company has taken bold steps to reduce its carbon footprint. It has introduced a fleet of **electric delivery vehicles**, especially in major cities, where emissions and noise pollution are major concerns.

Nova Poshta also promotes **eco-friendly packaging** by offering recyclable and biodegradable materials, encouraging customers to participate in more responsible consumption habits. Additionally, the company is incorporating **green building**

**technologies** in its warehouses and offices, optimizing energy use through solar panels, smart lighting systems, and water conservation initiatives.

Through these efforts, Nova Poshta not only enhances its operational capabilities but also aligns itself with the growing global movement toward environmental responsibility. The company proves that it's possible to deliver fast, reliable service while also caring for the planet.

### **Personal Experience and Public Perception**

Although I don't use delivery services frequently, my personal experience with Nova Poshta has been consistently positive. Whether sending work-related documents or receiving parcels from family, the deliveries always arrived punctually and intact. The user-friendly tracking system offered transparency and peace of mind. Friends and colleagues who rely on Nova Poshta regularly often highlight the company's speed, professionalism, and reliability.

### **Conclusion**

Nova Poshta's remarkable transformation—from a modest startup with limited resources to one of Eastern Europe's most prominent logistics powerhouses—is more than just a success story; it's a model of what determination, clear vision, and innovation can achieve. The company's journey reflects the evolving spirit of modern Ukraine: resilient, forward-thinking, and globally competitive.

The driving force behind Nova Poshta's growth has always been its unwavering focus on customer satisfaction. Even as the company scaled its operations across thousands of locations and millions of shipments, it never lost sight of the individual customer experience. This rare combination of rapid expansion and personalized service helped the brand cultivate lasting trust and loyalty among clients.

A key component of Nova Poshta's long-term strategy has been its investment in advanced technologies. From automated sorting centers powered by AI and robotics to a sophisticated digital ecosystem that includes a mobile app, self-service kiosks, and real-time parcel tracking, Nova Poshta has stayed ahead of the curve. These innovations have not only improved operational efficiency but have also empowered customers with greater control and transparency.

Environmental sustainability has also become a core part of Nova Poshta's identity. Understanding the global shift toward eco-conscious business practices, the company has embraced green logistics. Initiatives such as integrating electric delivery vehicles, reducing packaging waste, and optimizing delivery routes for lower emissions demonstrate Nova Poshta's commitment to reducing its carbon footprint and leading by example in the industry.

Looking to the future, Nova Poshta is not content with regional leadership—it aims to redefine international logistics standards. The company is actively exploring new markets, expanding partnerships with global carriers, and enhancing cross-border delivery networks. It also continues to nurture a culture of innovation within its workforce, encouraging bold ideas and fostering entrepreneurial thinking across all levels of the organization.

In an increasingly interconnected world, logistics plays a critical role in enabling commerce, connecting communities, and driving economic development. Nova Poshta, with its agile mindset and customer-first approach, is well-positioned to become a central figure in this global ecosystem.

The story of Nova Poshta is still being written—but one thing is clear: its legacy will be defined not just by the volume of parcels delivered, but by the positive impact it continues to make on people, businesses, and the environment.

## **ROAD AUDIT: CHALLENGES AND ISSUES**

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### **Introduction**

Road safety is one of the most important elements of public infrastructure, directly affecting the life and health of citizens. In today's world, where the transport system is rapidly developing, the level of population mobility is increasing, and the intensity of road traffic is significantly rising. These factors, in turn, lead to a growing risk of road traffic accidents (RTAs), which result in serious consequences—both socially and economically.