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ANALYSIS OF FOOD DELIVERY TECHNOLOGY ON INTERNATIONAL ROUTES

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By definition, food is a substance or product (unprocessed, partially processed or

processed), including those intended for human consumption [1]. To ensure safe food consumption, it is necessary to build a high-quality delivery organization, especially for international transportation. The logistics of supplying any product on the world market involves the process of performing a significant amount of work, relevant operations and services, the complex of which will ensure the most efficient distribution of material, financial and information flows [2]. In such circumstances, enterprises that manufacture and sell goods abroad set themselves the task of preparing an effective organization of cargo shipments in international traffic [3, 4].

In 2024, the value of exports from Ukraine to five EU countries amounted to more than USD 14 billion. The largest exports are to Poland, which accounts for a significant share of the value of exports - 33 percent among these countries. Most goods are shipped by automobile and railroad transport.

The demand for logistics of supplying various types of goods abroad is constantly growing, as the number of orders for the purchase of Ukrainian products of various nomenclatures by European countries is increasing every day [6,7]. This is due to an increase in the number and range of goods to be delivered to different European countries. When organizing the delivery of food products on international routes, problems arise in organizing the movement of material flow, exchange of information and financial and technological flows.

Having analyzed the existing results of scientific developments to improve the technology of cargo delivery in international traffic, we have identified the main results and directions: the formation of sufficiently reliable supply logistics at the macro level, taking into account the rational use of all types of resources [8-11]; determination of reasonable technologies for the delivery of various types of cargo, taking into account stochastic changes in demand for transport services [12-14]; introduction of modern technologies for ordering services in logistics centers in the organization of transport processes [15-17]; development of an effective logistics supply chain for related products, taking into account the risks of certain technological operations [18-22].

The relevance of the conducted study is determined by the extension of smart logistic technologies to the processes of cargo delivery in multimodal transportation,

which requires a description of these processes. The processes of multimodal cargo delivery were investigated, with special attention paid to the delivery of special categories of cargo, requiring the use of more advanced technologies and solutions. Methods of system, statistical and historical and economic analysis, terminological, and marketing research were used in the study. Determining the methodological basis of the study made it possible to argue that the use of existing methods is insufficient, since the application of smart logistic technologies is not taken into account. The prerequisites for the emergence of a smart logistics operator, his place and role in the transport and logistics market were determined. A unified scheme of mindset and context of a smart logistic provider-integrator was proposed. The types of smart technologies implemented by the smart provider-integrator were identified. The peculiarities of the operation of the participants as niche logistics operators' markets were detailed, in particular the participants of the submarkets of fresh, cold and pharmaceutical logistics [4].

According to the finding of study infrastructure & technology, financial & economic and knowledge & experience barriers constructs are more relevant to adoption RL practices than law & regulation and policy barriers constructs. Finding proves that if firms need to achieve distinctive advantages as recommended by the resourcebased view of firms, they need to deal with the above-mentioned three barriers: constructs concentrate on growing the level of green awareness among top management by introducing enough green training programs. Our study suggests that simple publications on NPSW are not enough to encourage sustainability in the manufacturing industry of Pakistan. It is the duty of the government proposing, assigning and producing sustainable knowledge among all sizes of companies. Therefore, the organizations must develop the connection between environmental modernization problems and natural resource-based view to overcoming above-mentioned barriers constructs to upgrade the performance of firms [7].

New Zealand (NZ) construction is highly fragmented, comprising primarily micro small and medium enterprises (MSMEs); 32.5% of approximately 67,000 operating businesses are 'small' (up to 19 employees), while 65% are sole traders. The

construction supply chain (CSC) is extensive, prone to inefficiencies at segmental boundaries accentuated by project-centric delivery. Conversely, it presents a significant opportunity for consolidation and improved efficiency. Vertical integration and CSC management from the supplier-end rather than the project-end enable component elements to be individually independent in terms of ownership, while integrating their management above the tactical CSC level. This leads to improved operational philosophy and employment. Quantifying impacts, however, is a challenge due to lack of tangibility. This can be effectively overcome using quantifiable parameters associated with the CSC's transport component. The paper investigates transport operations in a narrow NZ CSC segment over a three-month period to quantify improved performance using operational data and further potential for resource optimisation using operations research-based planning. Research outcomes point towards: (i) Fleet management strategy; (ii) Integrated planning and operational delivery; (iii) Non-price attributes in tendering/contracting; (iv) Change in the delivery model of manufactured construction products; (v) Information and communication technology-based solutions; and (vi) Integration of reverse logistics [22].

The peculiarity of the technology of food delivery from Ukraine to other countries is the use of road transport, both main and auxiliary, with the existing warehouse infrastructure. The main problems may include: efficient use of road infrastructure, optimization of complex warehouse systems, building effective management of resource flow, and ensuring functioning in non-standard conditions.

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PROSPECTS FOR THE DEVELOPMENT OF FURNITURE DELIVERY TECHNOLOGY IN THE INTERNATIONAL COMMUNITY

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The furniture market in Ukraine has shrunk by about 30% since the start of the war. The share of Ukrainian producers is growing, and demand is increasing [1]. Prior to the full-scale invasion, experts estimated the size of the domestic furniture market at approximately USD 1-1.2 billion. According to their various estimates, the domestic furniture market in 2023 is estimated to be in the range of USD 700 to 800 million. The 20-35% decline in the product market is in line with the data from suppliers of raw materials (chipboard, polyurethane foam). At the same time, retailers such as Epicenter, Jysk, and MebelOK.com claim that in some months they have reached or surpassed pre-war levels, at least in hryvnia terms. In 2022-2023, Ukrainian manufacturers gained