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## **WAYS TO IMPROVE THE PROCESS OF MANAGING TRANSPORT FLOWS**

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In today's world of economic globalization, increased competition, and the development of digital technologies, the efficiency of enterprises largely depends on the quality of logistics processes. One of the key components of the logistics system is transport, which ensures the continuity of material flows, the timely supply of resources, and the delivery of finished products to consumers. It is transport flows that determine the speed of movement of goods in supply chains and directly affect the costs of enterprises, the level of customer service, and the competitiveness of the business as a whole.

In today's market conditions, traditional approaches to the organization of transport services are undergoing a transformation. Enterprises are increasingly faced with the need to adapt to changes in the structure of demand, market instability, rising resource costs, and the need to reduce logistics costs. In this regard, the issue of improving transport flow management procedures is becoming increasingly relevant, involving the use of new organizational approaches, the integration of information

technologies, and the introduction of flexible models of interaction between participants in the logistics process.

Transport is one of the main links in the logistics system, which must meet certain requirements and possess a number of properties for the effective distribution of resources and the formation of modern cargo collection systems. Its functioning directly affects the efficiency of the entire supply system, the speed of goods turnover, and the stability of production processes.

The emergence of specialized transport and logistics companies on the market has significantly changed the nature of transport organization. Traditional transport organizations, which operated according to standard schemes for the delivery of small consignments, lost some of their competitive advantages. This forced them to move to more flexible and differentiated service models. At the same time, new regional structures began to offer specialized services for the collection, consolidation, and distribution of cargo, tailored to the specific needs of customers.

In this regard, it is advisable to highlight the following strategic directions for transport flow management: changing traditional methods of cargo consolidation; use of nearby warehouses to optimize logistics operations; introduction of new cargo collection and distribution services; integration of manufacturers' and suppliers' systems into a single logistics network.

Changing approaches to cargo consolidation can significantly reduce transportation costs and increase the efficiency of vehicle use. Modern logistics operators use combined cargo handling schemes that provide for rapid consolidation at specialized points with subsequent rapid distribution at destinations.

The use of nearby warehouses makes it possible to reduce transport distances and ensure a quick response to changes in demand. If the warehouse is located near the manufacturer or supplier, the cargo handling process can be carried out according to the traditional scheme of consolidating small batches. However, modern logistics systems complement this process with the use of information technology to optimize routes and synchronize deliveries.

Motor transport companies that carry out interregional transportation of large batches apply the principle of phased consolidation. First, cargoes are collected at regional points, then transported to distribution centers, where smaller batches are formed for delivery to end consumers. This approach allows achieving a balance between cost-effective transportation and flexible customer service.

One of the key advantages of modern logistics models is the ability to adapt material flows to individual customer needs. The use of the «just-in-time» concept ensures the synchronization of deliveries with production processes, minimizing inventories and reducing storage costs [1].

Integrated supply systems that bring together manufacturers and suppliers are a logical step in the development of transport logistics. They are based on the use of digital platforms that provide real-time monitoring of cargo movements, inventory control, and coordination of all participants in the logistics process.

With the development of information technology, there is a gradual transition from individual ownership of logistics infrastructure to shared use models. This is especially true for vertically integrated companies that form unified logistics networks to serve their own and partner structures.

The analysis showed that improving transport flow management procedures is an important factor in increasing the efficiency of logistics systems. Current trends in the transport services market indicate a shift from traditional transport models to integrated logistics solutions focused on flexibility, speed, and cost-effectiveness.

The implementation of new strategies, in particular changes in cargo consolidation methods, the use of nearby warehouses, and the integration of information systems, allows for a significant reduction in costs and an increase in the level of customer service. The use of the «just-in-time» concept, which ensures the synchronization of material flows and minimization of inventories, plays a special role.

Thus, modern logistics systems for the collection and distribution of cargo are more efficient than traditional models of transport provision. Their further

development is linked to digitalization, the integration of supply chain participants, and the introduction of innovative management approaches that will ensure the stability and competitiveness of enterprises in the long term.

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## **MODERN TRANSPORT POLICY OF UKRAINE**

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Transport policy is an independent sphere of state activity and possesses features of universality. It also reveals close ties with many other areas – economic, social, innovative, industrial, regional, cultural, defense, etc. – being simultaneously a prerequisite for and a consequence of their growth.

One of the most important features of modern transport policy is the requirement for transport to comply with sustainable development goals and the need to reduce its negative impact on the environment and public health.

The necessity of creating a cohesive system of a sustainable transport system, as a vital aspect of transport policy, is caused by the following circumstances:

1. Environmental and human health damage caused by transport, as well as the need to reduce their impact on ecological tasks and preserve their permissible limits, especially regarding atmospheric pollution, noise, and greenhouse gas emissions;