

supplier diversification. The COVID-19 pandemic has clearly shown how fragile the modern world is. Those companies that built their policy on the principle of good, well-established relations with a single supplier - remained in the red, since when the first big crisis situation arose, they could not get the critically needed resources. While companies pursuing a broad, multi-vector policy, maintaining close relationships with many suppliers, were able to interchange gaps from several resource sources, which enabled them to obtain tangible economic benefits and operational stability.

To sum up, new technological and organizational solutions will continue to be the focus of all current trends in the development of transport logistics. Modern company policy should be based on the principles of flexibility and adaptability, both to short-term and long-term changes. The results of the analysis showed that currently the key areas of development of transport logistics are focused on the implementation of artificial intelligence, digitalization, cloud technologies and the blockchain system. The methods of implementing the basics of reverse logistics, highly accurate forecasting of demand and diversification of suppliers have no less prospects for development. Today, the need to update existing transport logistics development strategies is higher than ever.

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LOGISTICS AND ITS ROLE IN PRODUCTION

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Logistics is an important activity that opens up wide opportunities for the use of human and material resources that affect the national economy. Logistics management has a significant impact on the state of financial, economic and legal support in a market economy. This, first of all, should include the transport services market, the organization and functioning of warehouses, the development of transport services in intermediary organizations and enterprises. However, activities in the field of logistics are not limited to these areas, it is more multifaceted. This also includes human resource management, commercial activities, organization of information systems and much more. Simply put, this is one of the economic disciplines about the supply and control of transportation, based on the laws and regulatory framework of our state. The term implies the effective disposal of commodity, financial and other flows. Its essence is to find the most rational way to move products and related materials from the place of production to the final consumer. The specialist who organizes the delivery must build the whole process in such a way as to get the maximum profit at minimal cost.

The main logistical task is to organize the timely delivery of materials in the best quality for the smooth operation of production. By concluding an agreement with a reliable freight forwarding company, you can be sure that the process of cargo transportation is under the full control of professionals who will perform their work with high quality [1].

A well-thought-out organization of cargo transportation reduces possible risks, reduces delivery times and, as a result, reduces costs. The tasks of logistics at the enterprise are not only in calculating the optimal route (the shortest), but also in choosing a vehicle. It must be of the required volume and carrying capacity, optimally reliable and with a high speed of movement. It is important that the specialists responsible for the organization of cargo transportation in the company can rationally determine the necessary type of transportation, taking into account its effectiveness from the possible: unimodal (only one type of transport is used along the entire route) - especially effective for large-tonnage transportation; mixed - includes 2 different types of vehicles; combined or multimodal (several modes of transport) - suitable for large parties or long distances, to settlements with difficult access.

It can be difficult to take into account all the logistics functions at the enterprise and properly organize the delivery and dispatch by the company itself. Multimodal transportation is a particular challenge, as it is necessary to coordinate the work of several loading and unloading sites and the timely receipt of vehicles at warehouses. It is better to entrust this role to the transport company, which will be able to organize the consolidation of several shipments and rationally choose the route. For example, Amazon, despite the fact that its main activity is aimed at the production of electronics, received \$ 42.7 billion in revenue from the provision of logistics services, which is less than 20% of the company's total revenue for 2018. SJ Consulting Senior Analyst Mark D'Amico notes that in 2017, Amazon could also have ranked first in the list of 3PL operators, but then its activities in providing third-party logistics operations were not included in this ranking [2].

The correct strategy and planning in the field of organizing logistics largely affects the final amount of profit received by the enterprise. In addition, it helps to organize the smooth operation of all departments that depend on the purchased raw materials and are involved in the shipment of finished products. But the reputation of the transportation company itself is also important, because people always turn to trusted individuals.

References

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WHAT IS URBAN LOGISTICS?

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The aim of this article is to define what is city logistics, its goal, main components and functions. We are going to discuss ins and outs of logistical processes, the difference between logistics and supply chain management. We will specify why logistics is so important these days. City Logistics is defined as a complex of logistics