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MODERN LOGISTICS PROBLEMS AND WAYS TO SOLVE THEM

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Introduction. Logistics is an integral part of modern business, ensuring efficient and optimal organization of supply, production and distribution of goods and services. However, due to the constant development of technology, changes in consumer preferences and the globalization of the economy, logistics faces significant challenges and problems. This article explores the current problems of logistics and ways to solve them.

Purpose of the work. The main purpose of this paper is to analyze the current problems of logistics and highlight potential ways to solve them.

Materials and methods. To support our research, we used a wide range of scientific articles, books and online resources related to logistics. The methods of analysis and synthesis were used to study current problems and develop strategies for their solution.

Results and discussion. Below are the problems and ways to solve them.

-Problem 1: Rising costs of logistics services.

Over the past decades, the rising cost of logistics services has become a major concern for businesses of all sizes. The fast pace of life, last-mile consumer habits, and high demands on quality and delivery times are leading to a significant increase in logistics costs. This can lead to an increase in prices for goods and services, which negatively affects the competitiveness of enterprises.

One of the possible solutions to this problem is to optimize logistics processes, use the latest automation technologies, and develop price management strategies.

-Problem 2: Supply chain instability.

Supply chain instability is another major challenge facing businesses today. The globalization of the economy is making supply chains more complex and vulnerable to external influences. Natural disasters, political conflicts, pandemics, and other factors can lead to supply chain disruptions and losses for businesses.

One way to mitigate the risk of such negative impacts is to implement risk management strategies, develop alternative supply chains, and ensure greater transparency in supply chains.

- Problem 3: Environmental aspects.

Growing attention to environmental issues is threatening traditional approaches to logistics based on the use of large amounts of energy and resources.

Solutions:

- Use of green technologies such as electric vehicles and solar energy systems.
- Improving routes to reduce CO2 emissions.
- Development of environmentally friendly packaging materials and packaging.

-Problem 4: Complexity and heterogeneity of supply chains.

Supply chains are becoming increasingly complex and volatile due to global and regional changes such as political conflicts and tariff wars. To reduce this volatility, it is necessary to actively cooperate with suppliers and develop mechanisms for monitoring and forecasting changes.

Solutions:

- Active cooperation with suppliers and development of mechanisms for monitoring and forecasting changes.

- Developing alternative supply routes and diversifying the supplier base.

- Use blockchain technologies to ensure transparency and traceability in supply chains.

-Problem 5: Technological risks.

As the role of technology in logistics grows, so do technological risks, such as cyberattacks and data leaks.

Solutions:

- Investing in cybersecurity and developing strategies to recover from cyber incidents.

- Implementation of two-factor authentication and data encryption mechanisms.

- Provide cybersecurity training for staff and establish internal security procedures.

-Problem 6: Insufficient integration of technologies.

This problem stems from the diversity of technologies used in logistics and the lack of integration. For example, freight systems may use some technologies for monitoring and others for management, but these systems may not be connected to each other. This can lead to inefficient use of resources, communication breakdowns, and delays in the execution of tasks.

Solutions:

- Implementation of integrated logistics management systems (ILMS) that provide centralized management of all stages of logistics processes.

- Use of cloud technologies to improve the availability and exchange of data between supply chain participants.

-Problem 7: The gap between supply and demand.

This problem is the lack of capacity of companies to respond to changes in demand, or underestimation of real demand. This can lead to overloading or underutilization of resources, delays in deliveries, and customer losses.

Solutions:

- Use predictive analytical systems to anticipate changes in demand and adapt production and supply accordingly.

- Developing flexible inventory management strategies that allow for rapid response to changes in demand and ensure optimal inventory levels.

-Problem 8: Insufficient security in supply chains.

This problem concerns the risk of cyberattacks, loss or damage to goods in transit, and other security threats in supply chains.

Solutions:

- Implementation of cargo tracking and monitoring systems using RFID and GPS technologies.

- Developing security programs and staff training on cybersecurity and information protection.

-Problem 9: Lack of standardization.

Insufficient standardization can lead to misunderstandings between supply chain participants, delays in the execution of tasks, and inefficient use of resources.

Solutions:

- Developing and implementing universally recognized standards for logistics processes and technologies to facilitate cooperation between supply chain participants.

- Promote initiatives of international organizations to develop and adopt standards in the field of logistics.

These problems can not only become an obstacle to the effective functioning of logistics systems, but also open up opportunities for improvement and development of the industry.

Conclusions. Modern logistics problems require a comprehensive approach to solving. Ways to solve such problems include the use of the latest technologies, process optimization, management improvement and development of risk management strategies. Only under such conditions can the efficient functioning of logistics systems be ensured in the current business environment.

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IMPROVING THE EFFICIENCY OF TRANSPORT SERVICES BY INTRODUCING TECHNOLOGICAL INNOVATIONS IN THE SUPPLY OF PRODUCTS

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Most businesses face challenges related to the efficient flow of products in the logistics chain, timeliness of deliveries, identification of the causes of late deliveries and preventing product damage. Services for transportation of heavy goods is no exception. As globalisation continues to grow companies face new challenges in the field of supply and logistics. The introduction of technological innovations allows companies to effectively manage their supply chains and ensure smooth operations, even on an internationally. Today's carriers have to adapt , as consumers are becoming increasingly demanding of speed and reliability of product delivery. The introduction of technological innovations can help companies to improve the quality of their services and reduce costs, making them more competitive in the market. A very important factor in this process is the quality of transport services, which is an important social and economic issue for both settlement and society as a whole. The quality of transport services service depends on the efficiency of the functioning of all economic entities and the population[1].

To improve the quality of service, it is necessary, first of all, to reconcile consumer rights and achieve economic benefits. From this point of view, the