

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

solutions, actions, processes aimed at optimizing management decisions of the administration, material flows, vehicles, people, knowledge, energy, finance, information with the support of advanced systems in cities. It also incorporates the social issues of the environment, congestion and energy savings as well as economic issues relating to urban freight transport within the framework of a market economy. This can include both long- and short-term logistics operations. Logistics management is part of the supply chain. It involves planning, implementing, and overseeing the effective storage of goods and their transportation from the point of origin until the final destination. In other words, logistics manages forward and reverse merchandise flows. City logistics goals:

- optimization of urban freight transport;
- alleviation of traffic congestion;
- mitigation of CO2 emissions;
- reduce noise impacts.

Nowadays, there are four major stakeholders: shippers, freight carriers, administrators, and residents who are involved in city logistics. Since the stakeholders have different objectives and different perspectives on urban freight transport, coordination amongst the stakeholders is required to make progress towards more sustainable and liveable cities.

-Shippers in regards to city logistics are the ones who have their goods sent to others; goal is to maximize their level of service in terms of cost reliability and transport.

-Freight carriers in regards to city logistics are the ones who actually make the deliveries and the most important link; goal is to minimize costs, be more efficient in their tours, and provide a high service level at a low cost.

-Administrators in regards to city logistics are those who enhance economic development, must rebuild the infrastructure, improve their environment impact and reduce traffic congestion; must resolve conflicts between all other stakeholder.

-Residents in regards to city logistics are people who live in the city and benefit from all other stakeholders being optimized. Logistics comprises five essential

components. Logistics companies are accountable for executing each one of these components to the highest degree of accuracy. Here are the five main components of any logistician's job.

1. Demand planning In order to guarantee the fulfilment of customer orders, demand planning is an important logistical function. By ordering goods in the right quantities and at the right price and mobilizing the right transport, we satisfy consumer demand and protect profits.

2. Storage and materials. Since demand is unpredictable, it is important to have surplus goods in reserve until consumers demand them. Warehouses are responsible for the storage, care, extraction, packaging and consolidation of goods. Warehouse Management Systems optimize storage capacity, equipment.

3. Inventory management. Inventory management controls the flow of goods to and from the warehouse. It determines how much inventory to store and where to place it, using target data to predict consumer demand.

4. Transportation management Logistics involves the mobilization of various modes of transport to move goods from one stage of the supply chain to the next. Goods may have to be transported via road transport, freight trains, shipping, or even air travel for long-distance supply chains. Consolidation is the process by which transport companies or carriers combine several small shipments into one. These speeds up deliveries and reduces costs.

5. Control Logistics is a complex operational procedure that requires a large amount of accurate information to be effective. Forecasting demand, transportation times, and inventory is critical to maintaining operations on a tight schedule. Logistics functions. Five logistics components help in performing key logistics functions. But in addition to planning, storage and transportation, logistics includes many other very important operations. They include everything from network design to order processing and procurement and achieving sustainable development goals.

1. Design Management specialists design precise logistics networks covering the various locations that make up the supply chain. They optimize routes between manufacturers, warehouses, transportation service providers and end retailers to ensure

efficient service.

2. Orders Logistics management also includes processing customer orders. And besides, a lot of them. Orders must be received, sorted, filed, recorded, and then executed quickly. Ensuring the reliability and efficiency of this process is an important logistical function.

3. Purchase In order for products to hit store shelves, someone has to deal with raw materials. Logistics management involves obtaining high-quality raw materials from external suppliers and negotiating the best price for the manufacturer.

4. Reverse logistics Reverse logistics plans and implements the reuse or proper disposal of products and materials. In short, this process works in reverse to ensure the sustainable handling of surplus or used goods. Some companies even have sustainable development goals, for which logisticians are responsible. Why is logistics important? While timely delivery of undamaged packages has always been important throughout the supply chain, it has become even more important in recent years as multi-channel trading with same-day home or retail delivery of goods from smartphones is becoming more common. Suppliers, manufacturers, distributors and retailers have had to improve their logistics processes to meet the demand for faster and more convenient delivery of a wider range of goods. They also had to better integrate their processes and systems to improve the visibility of the supply chain. But that's not all. Digging a little deeper, we will understand that logistics is important for the daily functioning of many key business processes. Logistics teams use real-time data to optimize supply chain efficiency. By tracking the movement of goods, it is possible to identify obstacles on the roads to prevent further disruptions. Without logistics, supply chains would be plunged into chaos. Logistics ensures that the goods arrive at the right place at the right time, and simplifies every step along the way. In today's rapidly changing market, expected delivery times are getting shorter. Logistics is essential to maintain distribution networks and timely and safe transportation of goods to meet consumer demand. Good logistics will allow you to implement reliable strategies that improve customer service. This may mean faster delivery times or lower costs by establishing relationships with suppliers. Logistics and supply chain management are closely

interrelated processes. But they're not exactly alike. Each of them is a separate part of the commercial process. Think of supply chain management as the bigger picture. It includes an extensive network of officials who carry out the movement of goods from production to the consumer. This means everyone - from suppliers to warehouses and transport services. Imagine logistics as a process drawn on a supply chain canvas. This can be done independently by one company or by outsourcing to third-party logistics providers. It aims to optimize every process in the supply chain in order to reduce prices, improve services and increase profits.

To sum up, logistics is a complex process, but it boils down to one thing — customer satisfaction at the end of the day. Precise logistics can be cost-effective, improve quality and accelerate delivery. Thanks to strategic planning based on data, logistics specialists are able to stimulate sales and increase commercial profits. Rudyard Kipling once wrote that the law of the jungle never orders anything without a reason. (And also, that only the fittest will survive.) In the modern urban jungle, this principle remains true — there is always a reason behind terrible traffic jams or poor public transport service that only the fittest urban residents can survive without swearing to themselves. But leaving your home and going to different places doesn't have to feel like a daily battle. The sooner we achieve better urban transport planning, the more collective value we will get.

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IMPORT FROM CHINA TO UKRAINE: PECULIARITIES OF LOGISTICS

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