

REVERSE FLOW MANAGEMENT IN TRANSPORT AND LOGISTICS SYSTEMS

Vensko A. V., Kastsianevich D. R., students
Scientific supervisor – Ladutska N.F., senior lecturer
Belarusian National Technical University
Minsk, Republic of Belarus

Reverse logistics is the process of planning, organizing and controlling the incoming return material flow and related information, in the opposite direction to the direct flows in the supply chain, in order to restore value or proper disposal. Reverse logistics includes the performance of such functions as transportation; accumulation of material resources and goods; information support, maintenance of quality standards of the logistics process, inventory management of goods and material resources.

The development of reverse logistics is occupied by the return of goods. The following reasons for the return of goods are: goods are damaged; the buyer or shipper makes a mistake in the order; products are outdated; return of defective goods.

It is obvious that when implementing the principles of reverse logistics, various and, most importantly, costly problems arise at the enterprise, but, on the other hand, the organization of reverse logistics will ensure customer loyalty. At the same time, measures to improve the quality of logistics operations are also of great importance, which will lead to a reduction in the number of returned goods. Quickly delivered returned products can be relaunched into the supply chain: either in their current state or after appropriate refinement.

Effective reverse logistics acts as an advertisement for the company, conveying to the client the "message" that this company is socially responsible and strives to work for the benefit of the consumer.

As a final conclusion, we can say that the management of returns contributes to an increase in total profit due to the fact that it reduces the costs of writing off goods and their disposal, and also gives companies the opportunity to use the goods for the second time, which is several times cheaper than producing a new one.