

## **ORGANIZATION OF LOGISTICS AT A TRADING ENTERPRISE**

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Nowadays it is difficult to imagine a company (except for a small one) that would not be related to logistics. This is a whole department in production, ensuring compliance with the activities of the organization. Trade logistics refers to the management process that includes the entire flow of goods and information between suppliers and companies and between customers and companies. Trade logistics also includes the internal flow of goods. It can also be described as an activity related to the management of the physical movement of flows of goods, services, information, financing and property rights in the field of commodity movement based on the integration of material, technical and information resources. For trade logistics to be as efficient as possible, the use of computer-based merchandise management systems is indispensable, as they enable item-specific inventory tracking and disposition.

The goal of commercial logistics is to create highly efficient commodity distribution systems that ensure the availability of the necessary goods in the right place, at the right time, in the right volume, with minimal costs and at an affordable price. The scheme of logistics organization in trade: planning the purchase of goods for subsequent resale (for this you need to know the real demand of buyers and have the necessary resources to meet the identified demand). The choice of forms of procurement organization (the effectiveness of commercial logistics is largely determined by the availability of alternatives when planning procurement organization). Organization of purchases of goods for resale (it is advisable to adhere to the adopted plan and optimal forms of

procurement organization, rapid response to changes in commercial logistics). The choice of forms of inventory management (various brokerage options for inventory management are possible, but the policy that ensures maximum delivery of goods to customers with minimal inventory is considered effective). The choice of forms of organization of supply (the main activity of resellers is the sale of goods to buyers). Planning and organization of deliveries of goods to consumers (the delivery plan must be coordinated on financial and labor resources, on the technology of movement of goods and other elements). The choice of forms of customer service: commercial logistics acquires excellent forms when it includes not only procurement and supply activities, but also the maximum possible set of services related to the physical movement of goods and their preparation for consumption. Organization of customer service (after making a decision on the service, the technology of its provision should be developed and the necessary organizational and economic conditions created). World and national experience show that the use of logistics can significantly improve the efficiency of trade [1].

So, in conclusion it is important to underline that the main indicators of the effectiveness of the use of logistics in trade are: reduction of stocks in commodity distribution chains, maximum use of the areas and volumes of wholesale and retail trade enterprises, acceleration of capital turnover, reduction of transport costs, reduction of costs associated with cargo handling, including manual labor costs.

## **References**

1. Логистика торгового предприятия [Electronic resource]. – Mode of access: [https://www.lobanov-logist.ru/library/all\\_articles/54182/](https://www.lobanov-logist.ru/library/all_articles/54182/) – Date of access: 02.04.2023.