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**Logistics and Marketing in Business**

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Logistics is the science of planning, organizing, managing and controlling the movement of material and information flows in production and in time from their primary source to the final consumer. The goal of logistics is to have the right products in the right place, in the right quantity, at the right time.

Marketing is a type of business activity aimed at meeting needs and demands through exchange. The founder of the marketing theory is Philip Kotler.

Both concepts clearly emphasize the role of consumers rather than producers [1].

According to the goals and tasks being solved, logistics and marketing, in essence, are parts of a single process - the process of meeting consumer needs. Marketing and logistics are inseparable from each other, since in the aggregate they determine the policy and nature of the production, supply and sales activities of the subjects of market relations.

At the initial stage of the formation of a logistics system, the goals of logistics often come into conflict with the goals of marketing. For example, a reduction in stocks of finished goods is not always acceptable for marketing services, as sales losses may occur in the event of increased demand and lack of inventory.

The logistics system interacts with many management functions. Marketing requirements directly affect the cost performance of logistics in a business.

Marketing determines the assortment specialization of production, and the larger the range of products, the more complex the logistics problems in the field of production support, order processing, inventory management, transportation. The introduction of a new type of product into production usually leads to an increase in physical distribution costs.

The effectiveness of the marketing service largely depends on the general state of the economic organization management and its constituent parts, in particular, on logistics. Recognition of the need for interaction between logistics and marketing is characteristic of many modern economists.

Discussion of questions about the relationship between marketing and logistics in the scientific literature has led to the emergence of different points of view:

- logistics is an integral part of marketing;
- marketing is an integral part of logistics.

However, in the course of various operating principles studies, it was found that logistics and marketing cannot be part of each other, because their goals do not coincide. Profits cannot be part of costs, and costs are not part of profits. Logistics and marketing use too different techniques in their activities, and their strategies have little in common. But the consideration of these services independently of each other is unjustified, since they constantly get in touch in work, and each for the other creates conditions for effective activity.

The interaction of marketing and logistics is considered in modern management within the framework of the supply chain management system - SCM (Supply Chain Management).

The closest interaction of logistics and marketing is necessary when developing and implementing corporate strategies aimed at expanding sales markets or significantly

increasing sales. In this case, the alliance of marketing and logistics can allow not only to increase the competitiveness of the company but also to ensure the implementation of corporate tasks with minimal investment.

The modern marketing concept distinguishes four main complex functions:

- market research and collection of information;
- development and planning of the range of products;
- organization of commodity circulation and sales;
- advertising and sales promotion [1].

If one analyzes the performance of these functions with an open mind, it turns out that they cannot be completely effectively implemented without the participation of logistics services.

The first function sets the parameters for the logistics system and marketing strategy. However, the organization of effective management of information flows, the creation of a progressive information support system.

The relationship between marketing and logistics is quite closely carried out within the framework of the second function. Marketing predetermines subject specialization and assortment structure of production, which affects the formation and further development of the logistics system. However, later on, logistics has the opposite effect on marketing [2].

The third marketing function - the product promotion organization and sales - is most closely related to logistics. The processes of physical movement and, in general, the management of material and information flows for logistic purposes, identifying marketing distribution channels, allow an enterprise to realize itself as a subject of market relations.

The implementation of the fourth marketing function is also characterized by integration with logistics. Advertising of goods by means of vehicles is considered to be very effective, and manipulation of terms of delivery and tariffs for

transportation has always been and remains the strongest lever of sales promotion.

Thus, we can conclude that logistics and marketing are two equal concepts with a single field of functional application, common ultimate goals, but different tools and subject of interest.

Below some general marketing and logistics concepts are stated. The common costs concept is designed to ensure joint decisions in the form of a systematic approach to reducing costs in supply chains and distribution channels.

Business process reengineering concept. The main provisions of this concept are as follows: the study of consumer requirements for the final product.

The integrated activities concept in logistics and marketing involves the implementation of a number of tasks: accounting and meeting consumer requests, delivering products on time, analyzing production failures, and etc.

The concept of a full cycle in logistics and marketing is based on the logistics concept of managing a complete supply chain. The concept of a full cycle in logistics and marketing, combining logistics and marketing activities, covers all areas of commodity movement in the complete supply chain [2].

#### References:

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