

SECTION 3 ECONOMY AND ENTERPRISE MANAGEMENT

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DISTRIBUTION CENTRE AS THE CONDITION OF LOGISTIC CHAIN IMPROVEMENT IN THE ENTERPRISE ANTI-CRISIS MANAGEMENT

Successful management of material flows at individual enterprises is possible only in case of the existence of the corresponding function. The situation that is changing very rapidly in the market creates for many businesses an objective need for a logistics, the lack of which leads to an unsystematic character and inconsistencies in the procurement, storage of production, prices, stocks, duration of the production cycle, sales organization, confusion in warehouse economy.

The logistics chain – is a linearly ordered set of individuals and legal entities (manufacturers, distributors, warehouses for general purpose) that carry out logistical operations in order to bring the material flow from one logistics network to another one or to another customer, and which carry the product and information flows from supplier to consumer.

For the effective functioning of the logistics chain, it is necessary to consider separately each of its components. Each link in the supply chain includes its elements that together form the material basis of logistics and combines the following elements: vehicles, equipment, storage, tools of communications and control etc.

The distribution centre is a wholesale warehouse, which task is to optimize a

process of sale in geographically distant markets. One of the conditions for improving the logistics chain is designing distribution systems based on the choice of options for placement of a distribution centre.

Today it is not necessary to prove enterprise managers of firms and companies the need in logistics service organization. Distribution logistics requires: to allocate funds for pre- and after-sales service; expand sales channels; encourage consumers to purchase boards just of this enterprise. The company needs to improve the logistics information system. This requires the organization of communication with customers to achieve the desired level of logistic service; coordination of logistics activities in time and space with the aim of optimizing the logistics chain subsystems; control over the execution of orders and monitoring for the movement of chipboards and laminated boards.

Note that a solution of a large number of problems falls on the shoulders of such a service, the main among which are:

- 1) organization of logistics management at the enterprise or firm;
- 2) material management within the logistics system, which includes the enterprise or firm.