

# USING MODERN METHODS OF EFFECTIVENESS MANAGEMENT TO INCREASE THE EFFICIENCY OF ENTERPRISES' LOGISTICS ACTIVITIES

**Subotovskyi S.O.**

Student,  
Simon Kuznets Kharkiv National University of Economics

**Fesenko I.A.**

Doctor of Science in Economics, Professor,  
Simon Kuznets Kharkiv National University of Economics

The logistics development is one of the necessary conditions for the restructuring of the country's economy, increasing the competitiveness of domestic goods and services. But at the moment, the dynamics of its development in Ukraine is unstable. Researches prove that many enterprises are not ready to transfer logistics to outsourcing. Thus, the logistics activities is developed by enterprises themselves. The purpose of the article is to develop a system of basic indicators for assessing logistics in order to improve the technology of efficient organization and operation of logistics at enterprises.

The article proposes an approach to increase the efficiency of logistics activities of the enterprise by minimizing logistic costs, using modern methods of making managerial decisions and enterprise management systems as a system of balanced indicators.

The most important aspects are the hierarchy and the subordination of goals and emphasis on the most important aspects in logistics management, as in other areas of the enterprise. Logistic costs, which are inextricably linked with the operation of the logistics system of the enterprise, are formed in different directions. In such a system, should be developed a hierarchical set of optimal managerial decisions based on the principle of priority, which will allow the company to influence the most significant factors and indicators.

In order to determine the optimal set of goals for improving the efficiency of the enter-

prise and its logistics activities, it is proposed to conduct an analysis of the most appropriate initiatives using the "Pattern" method, which can identify the most promising ones and those that will bring the least effect on the results of the activity enterprises.

Logistical costs constitute a significant share of the company's expenses. The absence a well-thought-out system of reliable indicators and methods for their calculation is often a problem in the process of assessing the efficiency of logistics, but any cost indicators are related to the financial performance of the enterprise, so cost control is a priority task of managing logistics activities.

Assuming, that indicators of logistics activities experts are mainly combine into four large blocks – the elements of a balanced system of indicators, which are recognized as the most important areas of improvement: costs, productivity, behavior, service, significance of logistics costs, their impact on the overall financial performance of the enterprise and the priority goals improvement of logistics is proposed within the system of balanced indicators of the company to combine the logistics costs of these groups. Since the logistics cost is a criterion for deciding on the expediency of doing this activity by enterprises themselves, using the system of balanced indicators in the management of logistics activities will improve it and improve its management efficiency.