

LOGISTIC MANAGEMENT BY THE SUPPLY ACTIVITY OF THE ENTERPRISE: CONCEPTUAL APPROACH

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The article proposes a conceptual approach to the creation of logistics management of sales activity as an important component of the enterprise management system.

It is proved that the success of organization of logistics management of sales activity is an important factor of strategic development of enterprises. Its use creates new opportunities for expansion of the markets for Ukrainian enterprises.

The article explores the essence of the concepts of "sales", "sales activity", "logistics sales", "logistics management". The basic principles and approaches of formation of the logistic model of management of sales activities are formulated.

Logistics management of marketing activities has great potential, provides management of individual material objects, material, informational, financial flows, increases the efficiency of management of enterprise

development, creates conditions for the integration of technical, technological and economic processes on the basis of minimization of time and resources.

Logistics management of sales activities – is an integrated process of managing resource and information flows. Advantages of logistic management of sales activity of the enterprise: integration, systematic, complexity, synchronization of business processes.

The set of conditions and factors (internal and external) of ensuring the effectiveness of logistic management of sales activities is determined. The approach to assessing the effectiveness of logistics management in sales activities is proposed, it includes a set of quantitative and qualitative criteria and indicators. The marketing component of the logistics management of marketing activities is researched.