

INTEGRATED LOGISTICS SYSTEM AS A BASIS FOR ENHANCING THE COMPETITIVENESS OF AN ENTERPRISE

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The paper deals with the essence of the enterprise logistics system as one of the fundamental concepts of modern logistics. It is determined that within this system the important processes of planning and development of an aggregate resource potential, organized in the form of logistics flow, starting with obtaining resources from different sources of the external environment, and ending with the realization of products to the end-users, are carried out. The key features of the logistics systems, which include the availability of flow processes and certain system integrity, related to the close economic relations between separate constituent elements, are determined in the paper.

On the basis of the above-mentioned considerations it is concluded that in the context of recent developments in Ukrainian economy our country is in need of further improvement of the existing logistic models, which are now functioning at numerous

enterprises. All this, according to the authors' opinion, will enable a timely and promptly react to the slightest change of priorities in the development of logistics systems, to monitor and update the content of logistics operations, refocus the existing logistic flows to achieve new goals.

In this regard, a model of the functioning of the integrated logistics system of an enterprise is proposed by the authors. This one displays the character of the relationship between its separate structural subdivisions, various flows that arise in the course of the supply of raw materials, production and sales of finished products, as well as the main factors of the dynamic internal and external environment. Finally, it is concluded that further development of this model will create an optimal control system of industrial enterprises in the context of dynamic changes within their external environment.