

THE EFFECTIVE SYSTEM OF LOGISTICS AS A WAY OF OBTAINING COMPETITIVE ADVANTAGES OF TRADE NETWORKS

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The criteria, indicators of optimal functioning of the separate links of the logistic chain, the system of evaluation of the logistic chain as the investment project are examined in the article. The guidelines regarding the evaluation of effectiveness of logistics in the form of consistently executable steps of calculation of functioning criteria are provided. Model management should take into account various factors that will determine the relationship between the outcome and factors of influence. The development of entrepreneurship, and, in particular, the trade network under the conditions of market economy is inextricably linked with the process of investing in the development. When forming the logistic strategy one needs to choose the best logistic chain to ensure effective functioning of the trading network. In the classical approach in the logistic management of networks several options are used: investments in the construction of the distribution centre (DC), transfer to outsource of the fulfilment of logistic functions and rent of warehouses, vehicles for management of logistics by itself.

Evaluation of the economic efficiency of investment projects is carried out by means of indicators and different criteria: 1. Absolute coefficient of efficiency of capital

investments; 2. The comparative efficiency of capital investments; 3. The period of payback of investments; 4. The coefficient of efficiency of investments (Accounted Rate of Return, ARR).

In order to assess the logistics as a real investment project, the following indicators are used: 1) Net cited income (NPV-method). One can determine not only the economic efficiency of the project but also calculate a number of additional indicators. In addition, the NPV has additivity property in the temporary aspect. 2) Index of profitability of investments (RI). 3) Internal rate of profitability (Internal Rate of Return, IRR). 4) Period of payback of the investment project (Payback Period, YEARS). Determination of the effectiveness of the logistic chain as a whole would be appropriate with the assessment of individual logistic functions, or separate links of the chain, such as: 1) the effectiveness of stocks; 2) the efficiency of delivery; 3) the efficiency of transport; 4) the efficiency of warehouse. So using qualitative and quantitative criteria for assessing the effectiveness of the logistic chain giving above, one may determine the level of costs of the separate links of the chain, which will help to calculate the total effect and the efficiency of the logistic chain.