Subject matter: Trucking logistics and road infrastructure in the South of Russia (on the example of the «Mineral water Zheleznovodsk»).

Author: Ghevondyan Diana Arutyunovna

Supervisor of studies: Candidate of Economic Sciences, associate professor, manager of department of innovatics, marketing and advertizing A. G. Avsharov.

Customer organization: Joint stock company «Mineral water Zheleznovodsk»

Address: 357400, Stavropol Krai, Zheleznovodsk, park.

Topicality of the research:

it is caused by need of systematization of the existing logistic tools according to opportunities of their application in such specific sphere as the market of mineral waters. Besides, relevance of work is caused by an insufficient readiness of this subject. The problem of formation of effective logistic system promoting increase of competitiveness of trading company in the conditions of crisis is particularly acute. Especially considering the fact that the market of production of mineral water from the wells is under rigid control from the state in connection with socially important and responsible value of this sphere for health of our people.

Objective of the research is the analysis of world, Russian and regional tendencies of development of the market of mineral water, studying the existing problems and create on their basis recommendations about use of logistic tools for increasing competitiveness of the Joint Stock Company «Mineral water Zheleznovodsk».

Tasks:

1. Studying of motor transportation roads as one of aspects of transport logistics;
2. Consideration of the factors influencing work and a conditions of highways;

3. The analysis of the condition of road branch in the Russian Federation;

4. The analysis of motor transportation logistics of the South of the Russian Federation in the focus of road system;

5. Detection of regional features of trade in mineral water;

6. Development of recommendations for improvement of road logistics of the company in the market of mineral waters on the example of Joint Stock Company «Mineral water Zheleznovodsk».

**Theoretical significance of the research** consists in addition the existing ideas of competitiveness and tools of logistics.

Theoretical results of a research can be a valuable source to information for further development of the declared subject.

**Practical significance of the research** consists that the results received during the research allow to reveal and conclude most fully tendencies in the market of bottled water. Recommendations which were made in the result of a research about logistic tools can be used both at the enterprise which is an object of our research, and in other firms. All these recommendations are urgent for many Russian companies which have to be able to adapt quickly to today's conditions of an unstable economic and political situation with the purpose of increase their competitiveness in the market.

4. Гевондян Диана Арутюновна

5. Канд. экон. наук, доц., зав. кафедрой инноватики, маркетинга и рекламы А.Г. Авшаров

6. Логистика

7. Бакалавриат

8. ИРГЯИГТ

9. Кафедра инноватики, маркетинга и рекламы