

1.2017

2. Специфика организации логистических процессов в оптовой торговле (на примере ООО "Логистик")

3 wholesale trade (by the example of LLC "Logistic")

Author: Nazdratenko K.A.

Scientific supervisor: Kosenko.O.Y. Doctor of Economics, Associate Professor of Innovations, Marketing and Advertising Chair.

Topicality of the research: In recent years, the development of domestic wholesale trade in Russia has actually turned out to be identical to the general trajectory, which previously evolved the system of wholesale and retail distribution in the US, as well as in Europe. Today it is difficult to imagine an enterprise that would not be associated with logistics. This is a whole department in production, ensuring the compliance of the organization's activities with such strategic goals as:

- implementation of corporate strategy;
- providing competitive advantages;
- reduction of costs;
- increase in turnover and profitability of assets;
- Adaptation of the company to rapid changes in the external environment;
- ensuring transparency and manageability of the business;
- reducing risks and uncertainties in long-term planning;
- creating additional value for the product.

In this regard, the logistics of the trading enterprise is an object of interest for consideration, analysis on a concrete example.

Objectives of the research: to study the state of organization and functioning of the enterprise system of LLC "Logistic" and to develop practical recommendations for improving the development directions of the wholesale trade enterprise of the region.

The tasks of the research:

1. To reveal theoretical bases of formation and development of logistical systems;
2. To conduct a logistical analysis of the condition and dynamics of the development of wholesale trade enterprises (by the example of Logistic LLC);
3. To reveal the specifics of logistics processes at wholesale trade enterprises;
4. To carry out an analysis of the state and development trends of the Logistic LLC;
5. Identify the risks, opportunities, threats of the company LLC "Logistic";
6. Develop practical recommendations for improving the development direction of the enterprise.

The theoretical and practical significance of the research: The theoretical significance of the research is to clarify the theoretical and methodological foundations of logistics, which makes a definite contribution to the development of conceptual foundations in this field.

Practical significance of the work. The practical significance of the research is that the results and recommendations can be used to develop a new project related to trading activities, as well as analyzing an existing business.

4 Наздратенко Константин Александрович

5. док. экон. наук, доцент, проф. кафедры инноватики, маркетинга и рекламы

О. Ю. Косенко

6. Логистика

7. Бакалавриат

8. ИРГЯИГТ

9. Кафедра инноватики, маркетинга и рекламы