



Organization, Planning and Control of Marketing Logistics

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ABSTRACT

In the majority of domestic firms physical distribution functions are usually considered to sales. Thus, it is supposed that essential difference between advertising and marketing operations is not available. The marketing logistics as the mechanism of the marketing channel control is concentrated on integration of marketing and logistics functions while maintaining the great value of products and services. In order to evaluate the marketing logistics effectiveness, it is possible to use the concept of "perfect order." Most companies produce marketing logistics on a functional basis. In its evolution and functional organization of logistics went through three key periods. The first period is characterized by the distribution of logistics functions among the three most major areas of activity: Finance, production, and marketing. The second period is characterized by the release of physical distribution functions in an independent direction. Marketing began to implement forecasting sales of finished products, and all other features already belong to physical distribution. It is worth noting that in the second period, the physical distribution of gains recognized on the financing, production and marketing. The third period is characterized by a large extent for the integrated logistics. It is best formed, and in line with market demands structural construction. Also during this period clearly stood out the strategic and operational levels of decision-making. The CEO and the director of logistics make strategic decisions.

Keywords: Marketing Logistics, Functional Organization of Logistics, Logistics Planning, Transportation

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1. INTRODUCTION

Planning and control of marketing logistics are executed at the top-level of the organization, thus contributing to the logistics integration. The structure of the operational level includes logistics support, logistics operations (including distribution and purchasing), and logistics resources planning.

When planning the marketing channel, it is necessary to consider that the integral component will be planning of marketing logistics. This planning is directed on quality improvement, and on the market. Therefore, it would be advisable to carry out the analysis of the following functions:

- Demand forecasting;
- Planning of physical distribution;

- Drawing up programs flows and means determination;
- Scheduling of warehouse and transport operations.

2. MATERIALS AND DISCUSSION

Scientific works and development of the Russian and foreign scientists in the field of marketing logistics management, logistic processes state regulation formed a theoretical and methodological basis of the research. The work in the research process used in methods of analysis and synthesis; comparative analysis of the logical modeling methods, and others.

It should be noted that special value when planning would be played by the accounting subsystem of buyers' orders, and control of their execution. For obtaining answers to the main questions

connected with planning broad studying of the markets, a product and logistic systems is made. These studying precede planning of marketing logistics (Abramov et al., 2012).

- Consumers service - What is the current structure of orders and how it is transformed? How decisions are made on the orders sources? What is the current level of service?
- Materials management - What are the current material streams proceeding through the distribution centers? How decisions in the field of placement of warehouse capacities are made? What main indicators of effective management of material management?
- Transportation - What kinds of transport are used today? How carriers' activity is estimated? What main characteristics of transportation efficiency?
- Storage - What are the existing storage facilities and technology, and how are they used? How and what decisions are made by those who are held responsible for materials handling? What are the main characteristics of the efficiency of warehouse operations?
- Inventory management - How the available stocks promote the value added increase? Stockpile management - How decisions on inventory management are made? In what the maintenance of stocks manages to firm?

The questions are developed for the external factors consideration, and for the technological analysis (Anikin, 2012).

Important element of a logistic chain is demand forecasting. It is irreplaceable part of all planning operations. It contains the following key components:

- The demand retrospective analysis;
- Formation of goods and clients typology;
- The study of technical, economic and marketing products characteristics;
- Demand monitoring;
- Establishment of forecasting methods;
- Testing and choice of forecasting methods;
- Performance of expected calculations;
- Continuous detection of divergences between expected and actual values;
- Assessment of forecasting system effectiveness.

The operational planning creation of physical distribution happens according to data processing stages (Kunelbayev et al., 2016). Operational planning is based on information, which is got through demand forecasting and the consumers' orders accounting subsystem. Mate and Tixier developed judgment according to which the model of operational planning of physical distribution has to contain:

- Audit of the physical distribution system;
- Establishment of the resources volume (Zakharov et al., 2016);
- The development of the movement of goods in the course of program distribution;
- Programs development of the goods movement during distribution;
- Registration of products technical and commercial characteristics;
- Tracking of orders;

- Tracking of reserves;
- Definition of needs for warehouse and their admissible power;
- Establishment of needs for vehicles;
- The schedule creation of numerous movements and acceptance of a product;
- Optimization of placement and size of warehouse;
- Preparation of products for shipment and delivery to buyers;
- Analysis of system effectiveness of physical distribution.

In marketing logistics with the aim of controlling the grading system used in the field of internal and external performance. Evaluation of internal indicators is needed to compare current results with the results of previous similar works, as well as with the planned target specifications.

Logistics indicators tend to share the following categories: Costs, service, performance, asset management, quality. In many works of American and European economists (Stepanov, 2010; Nikolaev, 2013; Mirotin, 2015; Henfield and Ernst, 2013; Gadzhinsky, 2015) lists the characteristics used in the practice of foreign companies on any of these areas.

Characteristics of logistic costs: Research of joint costs, specific costs, share of costs in sales, expenses on the entering deliveries, expenses on the proceeding deliveries, warehouse expenses, administrative expenses, expenses on processes orders, direct expenses on work payment, comparison of the actual losses to the budgetary indicators, research of losses dynamics, direct profitability of a product.

Characteristics of logistic service: Norm of demand saturation, lack of reserves, miscalculations at shipment, efficiency of delivery, short delivery, duration of the order implementation cycle, the return interrelation with buyers, the return contact with trading agents, number of complaints from clients.

1. Indicators of logistic productivity: Number of shipments on one employee, units of sales on salary unit, number of orders for the agent - the trader, comparison to standards of the previous periods, target standards, productivity coefficient.
2. Characteristics of logistic assets management: Turnover of stocks, expenses on reserves support, reserves level, number of days on replenishment, outdated reserves, profitability of net assets (fixed assets), and profitability of investments.
3. Logistic indicators of quality: Frequency of goods damage, the price of the spoiled goods, number of complaints about indemnification, number of product returns from buyers, the price of the returned products (Kanke and Koshevaya, 2014).

External estimates are necessary for identification and implementation of consumer expectations as stable reference points of work, but also for the sake of the comparative activity analysis of other companies. More often, the comparative analysis is conducted in the following key areas: Assets management, costs, buyers' service, productivity, quality, strategy, technology, transportation, warehousing, orders processing.

If the assessment of marketing logistics effectiveness is necessary, it is possible to apply concept of "the perfect order." "The perfect

order” is the organization of activity that has to correspond to the following standards:

- Delivery of all products on all ordered commodity positions;
- Delivery to the buyers desired term with a possible deviation of plus/minus 1 day;
- Exhaustive and accurate maintaining documentation on orders;
- Implementation of the stipulated terms of delivery (a right complete set, readiness for the use, lack of defects, etc.).

On the way to achieve this quality of service, there are hindrances, which a partial list are depicted below (Kobersy et al., 2016). Today the best companies show the level of the perfect order of 50-60% (for all operations), the lower level makes 10%.

Interference in the performance of orders: Error in the order taking, unreliable information (wrong product code), unavailability of the ordered product, overdraft, violation of the delivery terms, errors in the selection order, carelessness during the ordering process, the delay in the shipment, delays in delivery, incomplete paperwork, errors in the payments transfer, pre-term delivery, defect goods in transit, errors in billing, payment amount in excess of the tariff, incomplete payment by the buyer account.

It can be concluded that generally the marketing management logistics in the marketing channel, will be used logistic approach to the development of current and future plans, the establishment of the enterprise organizational structures, as well as the monitoring systems creation. If we look at marketing as the marketing channel of the logistics management mechanism, we can say that it is focused on the integration of marketing and logistics functions, while maintaining the significant value of products and services. The outcome of this section is to say that a special role in the marketing logistics acquires transport, as is a tool to meet consumer demand point for goods and services, which will be discussed in the following sections.

3. GLOBALIZATION AND FEATURES OF THE LOGISTIC MANAGEMENT REALIZATION

Now, the main engine of the world economy is globalization, which is an important factor in determining, particularly manufacturing and marketing products. At present, the international community sees globalization as a natural historical process. Due to globalization and the increasing internationalization of the world economy and the transport and logistics system do not stand aside.

The key parameters of logistics globalization are, first, the economic growth and development of the international markets (Makushkin et al., 2016); secondly, global competition and regionalization; thirdly, development of infrastructure of logistic systems.

Now for the enterprises of Russia the activity optimization question under modern conditions of development of economy is acutely, in the Russian Federation the market economy principles take

roots is particularly acute, the competition grows. In this case, it is necessary to pay special attention to system, which gives the chance to increase effective management of financial streams that will lead to optimization of all economic activity. When the foreign capital comes to the country, it increases the competition. In many spheres reserves of competitiveness increase in Russia are almost settled. Just the logistics is engaged in search of new competitive decisions. There is a need to find more time of economic activity optimization, which is connected with questions of the logistic systems effective activity creation. In principle, this problem can be characterized as creation of competitive advantages, by reduction of logistic costs and improvement of quality of service through creation of the integrated logistics systems.

Any successful company aims to enter the international market, especially in a globalized world economy, which is characterized by a single economic space and the creation of a common market money production and distribution.

The logistics globalization is an integral part of similar processes that occur in all areas of the world economy. This process did not disregard the Russian enterprises, but to step on the international stage with outdated methods, representations and ways of logistic operations implementation, means to doom itself to failure. Therefore, it is necessary to use modern technologies and innovations, resorted by developed countries that are actively use the achievements of scientific and technological revolution, which are based on computer technology. The correct structure and the logistic systems use, which is based on the introduction of integrated logistics operation international standards - it is a success in the international markets and the integration of Russia into the modern structure of the external economic relations.

The logistics plays an important role in economic activity in the conditions of market economy, as the factor forming key competences. Now the Russian Federation government pays special attention to the logistic infrastructure development and its relationship with the international logistic environment, expansion of domestic and foreign trade and integration of our country into the global international market, namely, a question of Russia's accession to the World Trade Organization. Also on the agenda of the government, there is a question of powerful macroeconomic demand formation for the international logistic infrastructure development, as one of the main basic factors influencing the dynamic and steady growth of national economy and strengthening of its position in the international market.

The main document that defines the basic priorities of infrastructure development of the logistics system, including international, for a long period, is “Transport Strategy,” approved by the Russian government. This document defines the state values of the projects implementation period, which lasts until 2020.

The international economy globalization resulted in the international standards formation of the international logistics systems. Organizational matters establish official standards of customer service is achieved by means of a logistic service on the execution of the main indicators of a basic level - the availability,

functionality, and reliability (Novikov et al., 2016). Suffice it to a high standard basic level of logistics services formulated by the globalization of the international economy, access to world markets of major logistics providers that are able to provide customer service available, reliable and functional service. Logistic chain and cover the main areas of international trade routes. In the conditions of globalization the main logistics systems performance standards occupy a relatively high position, the issue of their further improvement is in all developed countries.

4. MAIN PROBLEMS AND WAYS OF TRANSPORT LOGISTICS DEVELOPMENT

Transition of the Russian Federation to market economy served formation to the new direction of logistics, which was once clear to exclusively small number of professionals.

In a number of the foreign states where the logistics found active formation in 2 final decades, closer made and have effective functioning of logistic association, there is huge a number of the repeating editions on various orientations of logistics, the world and European congresses on logistics are conducted.

In those days, there were such modern concepts and technologies as “integrated supply chain management” (The integrated management of a logistic chain), “lean production” (Lean production), “E-logistics” (electronic logistics), etc.

Currently, demand for logistics services is increasing everywhere. This circumstance is caused by the economy rise and increased competition among manufacturers. Low competitiveness improvement optimized warehousing operations, transportation, and products dispersal between buyers.

Formation of the road transport system in Russia is of great importance. Transport, in its own value is considered one of the tools to achieve public welfare, financial and foreign policy and goals.

Therefore, the transport logistics guarantees cargo delivery by different types of transport, in most cases there is a need of transportations realization not by one way of movement, but several. In a consequence, there is the main discrepancy in this sphere - infrastructure low-development. Eventually, define ways to development though with the changing demand, the latest technologies are necessary.

For this moment, the Russian transport system in demand for passengers’ transportations and freights satisfies the consumers market. In 2015, the rise of transport services makes for freight transportation 8%, for passenger traffic 10% with an annual growth of economy on average about 12%. Thus, rise of transport services is distributed by everything unevenly between different types of transport. It is connected with problems of separate means raising of transport and important regional unevenness.

In Russia in the past two decades was an accelerated process of aging civil aviation, river and sea fleet associated with not

updating their fleet, in fact leads to the danger of crowding out Russian carriers, and with an increase in the lack of lift in this field (Kobersy et al., 2015). Without a specific solution of problems in the transport infrastructure development, and not have the ability to increase gross domestic product is not high-quality breakthrough in the economy will not be necessary capacities in developing areas of the economy, and the fact that in its own turn, will give the ability to improve the properties of life.

In recent times in the field of legislative support in this sphere occurred unimportant modifications aimed at improving the economic efficiency of transport logistics. In Russia there is the reform of the executive authority federal bodies, which took place in accordance with the President Decree of the Russian Federation of 09.03.2004, No. 314 “About the system and structure of federal executive bodies,” as a result of which it was made the merger of important federal ministries: The Ministry of Transport, the Railways Ministry and the Ministry of communications, and gave birth to the new Ministry of transport and communications.

This compound gave the start to conduct, among the leading principle, the most difficult and serious reforms in the state economy. The main success must improve interaction in the mix of different transportation modes. The investigation was developed by the largest normative document “Strategy of vehicles in the formation of the Russian Federation till 2020” and motivated by the federal program “Modernization of the road transport system of Russia,” which are considered the base hoping to policy documents and characterize the priorities.

Based on told in the newest edition of transport strategy are given special attention of value state transport logistics of the Russian Federation (Vakulenko et al., 2015). Priority problems of transport institutional reforms, realization of public-private partnership bases, main goals and motivated characteristics of transport complex formation for the period till 2020 where provisions of transport strategy are obliged to be a basis in research and correction, the federal legislation, federal motivated programs as on the transport, so in the economy sectors next to it.

For managing Russian companies logistic methods are well known, but at the same, they are used only in certain cases. It poses a major problem of Russian science research base of scientific and methodological basis for a possible application of the logistics concept in a business environment.

Recently the Russian companies quite successfully use logistic concepts, as in strategic, but operational management of the main business spheres. Progressive logistics management tool allows increasing the financial stability of the company business in the market. Logistics is based on a combination of individual and interrelated parts in a single process with a definite purpose in the prevention of irrational and inefficient spending of all the company’s resources.

The logistics is estimated in practice as one more instrument of business permitting to preserve firm resources. From the main tasks in logistics, optimization of internal and external material

streams is considered the main. Also passing with the information and cash flows, aiming minimization of cumulative costs (Silnov and Tarakanov, 2015; Krekova et al., 2016). The enthusiasm in the sphere of logistic formation problems in the advanced countries historically was connected, at first, with financial temper. In criteria, how soon rise in the amount of production and expansion of intra national and micro house interrelations gave the soil to increase of losses of the appeal sphere, the attention of businessmen concentrated on search of fresh forms of market work optimization and costs reduction in this sphere.

Formation of logistics besides aspiration of the companies to reduction of the time and monetary expenditure connected with merchandising defined the following factors:

1. Complication of the market relations systems and increase in requirements to qualitative features of distribution process;
2. Creation of flexible production systems. Special influence transition from the market of the seller to the market of buyers was reflected in development of logistics. If in the "pre-transition" stage of the product release conclusion was preceded by the sales policy development, the conditions of the market oversaturation became imperative application for the formation of the production program, depending on the volume and market demand structure.

There is one of the fundamental problems in the transport infrastructure development, the earth unsettled relations, first, this device redundancy and retirement areas. No reservation about the territories under construction objects of road infrastructure such as new roads. We need to develop a special federal law to reserve territories for the purpose of construction and reconstruction of road, rail, water, air and other modes of transport in the Russian Federation also the law of the transfer order of the territories law from one group to another (Pimnev et al., 2016).

One of the main tasks of the Russian transport infrastructure is considered the quality increase of life. In this regard, the study considered the relevant transport security concepts and appropriate services in realized and projected federal programs. The implementation of transport security concept, moreover, should be based on an adequate legal basis.

Thereof the fastest plan adoption of the federal law "About transport safety," also corresponding amendments to the bills "About Fight against Terrorism," "About Safety" and other acts will be required. It is necessary to create still effective legal mechanisms of motor transportation security divisions' interaction with law enforcement agencies, departmental security service and other subjects of this work.

The Russian Federation has a capacious transport system, which includes rail, sea, river, road and pipeline transportation, and any of these transportation modes, is a set of tools and communication ways as different technical devices and structures that ensure the normal and successful operation of all economy sectors.

The railroads, maritime and navigable river routes, highways, pipelines for transportation of oil and gas, a network of airlines are considered the predominating components of the transport network. Except ways of the news, transport has in the ways for the movement of production cars, locomotives, cars, vessels and other rolling stock. Carry stations to technical adaptations and constructions of transport, storages, logistic centers, repair factories, the servicing companies and so on. It is dependent on strategy and tasks of the company, firms create a transport choice for production delivery.

With all this taken into account the production location, technical and economic specifics of the different transport modes, defining the scope of their rational use. Features of the different transport modes and their areas of effective application are summarized in Table 1.

It is possible to draw three conclusions:

- First, the industry does not work;
- Secondly, there is a transportations redistribution;
- Thirdly, there are no additions on the transported production.

It should be added, actually transport park is in an inadequate state. Technical properties of the operated vehicles and systems significantly lag behind the advanced level on profitability, security, technical condition and other signs. The step of vehicles wear generally on motor transportation structure is higher than 50%, and on water vessels - 70%.

Table 1: Features of different transport types and their sphere of effective use

Transport type	Advantages	Disadvantages	Sphere of usage
Railway	Rather high ability in the goods admission and passing; transportations low cost; regularity in transportations	Big costs of construction and railways maintenance; metal big expenses	Practically unlimited
Sea	Ability in ensuring intercontinental goods transportation; low prime cost; capacity is almost not limited	Dependence on climatic and geographical navigation conditions	Practically unlimited
River	High carrying ability; small cost of transportations; rather small material investments on the navigation organization	Dependence on climatic conditions; unevenness of river depths; transportation small speed	Practically unlimited
Automobile	Maneuverability and mobility; high speed in cargo delivery; economic capital investments in development of goods turnover at short distances	Low labor productivity; bad condition of roads on short distances	Practically unlimited
Air	High speed of delivery; short route ways	High prime cost, high expenses	Practically unlimited

5. HOW TO REDUCE COSTS ON TRANSPORT LOGISTICS

Transport costs optimization is one of the main tasks connected with reduction of costs at the enterprise in any branch, but in retail especially. The retail essence consists in goods movement from the producer (supplier) to the final client therefore logistics costs here is certainly significant, and optimization of logistic processes becomes a key condition in fight for decrease in prime cost of goods on the shelf.

Work on the business processes optimization starts with the fact that they are broken up into components. Then we study the cost of the implementation, and assesses the impact of these costs on the final result.

For the drivers tour quicker warehouses, entered additional incentive was introduced to them: Established the fixed tariff for each executed delivery. Thus, they can either abandon the “extra” part of the order, or provide additional transport. A warehouse staff no longer waste time on the dismantling and placing excessive order.

The main objective of logistics in the industrial company is the uninterrupted ensuring production with the minimum expenses. The solution of this task depends on two factors: Sales plan and production loading. In an ideal, the difference between planned and actual indicators of purchases (deliveries) should not exceed 5%. To achieve it, it is necessary to organize process of delivery of accessories competently.

The economy due to involvement of the third-party companies hired to attract profitable traffic. It can be as truck owners operating without intermediaries and forwarding company-organizing transport involving third parties. Resort to services of the last more often as they have extensive bases of the checked carriers and can pick up the necessary option in a short time. Besides, there are specialized Internet resources connected with a cargo transportation. Here it is possible to place the demand and very quickly to find a suitable carrier.

It is more expedient to use hired vehicles and the delivery of large volumes of goods, since it requires hiring more carriers.

The department of transport logistics is responsible for a carriers' choice. It will completely organize delivery of accessories from suppliers.

The optimal transport load helps to reduce costs. Naturally, the transportation of diesel generator will cost more than a few units. Therefore, the transport logistics department coordinates its work with the department and sales department of logistics to ensure maximum load transport.

The third way to reduce costs is cargoes consolidation. Generally, plan it, when it is determined the purchase composition. For example, the procurement of imported parts carrier collects the goods in different countries and cities of Europe and delivers one warehouse in the Baltic States, Poland and Germany, and then the combined order is sent to production in Krasnodar region. This is particularly useful for small goods delivery.

The next way is a payment delay for delivery from 1 to 2 months. Constant partners make generally concessions. Such tool is necessary for the companies, which make production for customers generally in the conditions of post payment.

In addition, the last way is the routes optimization. Generally, routes along which inward cargoes are delivered - mostly because of a situation in customs of appointment and tariff policy of customs warehouses are exposed to changes.

Before choosing the logistic company, analyze what is the cost of its services. The starting price of a cargo transportation can be quite attractive, but as “compensation” to it will add payment of several days of storage, the additional service that is not designated earlier, and one more examination on the terminal and so on. Such companies are not aimed at large volumes and focused not on formation of positive reputation, but on the hunt for big money.

It is possible to address to the specialized logistic company with the complex of services developed taking into account features of the certain customer freight. At such companies, the transportation cost is more expensive, than at a universal carrier, but the customer will be quiet, trusting freight to the partner having experience with freights of a certain category. In a case with a universal carrier, as a rule, there is a set of the accompanying and unaccounted spending, which becomes known only at the end of the carriage.

However, it is necessary to remember: The offer of high-quality transportation on very low price has to cause suspicion. In this case the forwarding agent can compensate expenses or at the expense of increase in volumes and attraction of low-qualified personnel (because of what, naturally, quality of works decreases), or by implementation of illegal activity.

6. CONCLUSION

Marketing logistics is planning, operational management and control of the physical flow of materials and finished products, starting with the location of the feed streams, accessories, etc. and finishing adjusting the final products to consumers, in order to more efficiently meet their needs. Marketing logistics based on a combination of the marketing and logistics ideas. It solved the problem assortment production load generated by marketing services portfolio, technology determined the optimal move resources and products produced by standard packaging requirements, product quality, identify centers of time loss, waste of material and human resources, equipment and facilities.

In marketing logistics, the essential role is played by modern information technologies: Computers, cash terminals; products uniform coding; systems of satellite tracking transportation; electronic data exchange and money transfer. Costs of marketing logistics make to 30-40% of prime cost of finished products.

Marketing logistics task is the stream management of finished goods proceeding in the direction from the producer to the consumer (Silnov, 2016). The marketing logistics represents the

analysis, planning, the organization and monitoring all operations on movement and connected with a stream of finished goods from the end of the production line before arrival of production on the market, and the related channels of distribution that are required for the organization and ensuring interaction between the company and its markets.

At conference on the European transport questions, the concept of uniform transport system - the Trans-European Transport Network, which main task is communication with the countries of the Central and Eastern Europe by means of the international transport corridors (ITC), was developed. ITC is the international or national transport system part providing the main part of freight and passenger traffic between certain geographical areas. Implementation of the ITC program the European Commission agency, the implementation term of this project - directs 2030. The number of priority transport projects increased to 30, they receive financing from the European commission. This project infringes interests of Russia on the northwest direction. The Russian Federation and the European Union interact is based on Branch dialogue on transport which works at a basis of the Road map. Since 2010 the emphasis is placed on implementation of the Partnership for Modernization project, within this project the special group that is responsible for modernization was created. The ITC play an important role in the logistic systems integration.

The Eurasian economic union creation in 2000 played the leading role in the globalization question of economy for the Russian Federation. EurAsUn - the international economic organization that purpose of creation was a creation of uniform customs borders, the states entering it, introductions of uniform external economic policy, tariffs and the prices. The Customs union creation within the Eurasian economic community became an important step of the economy globalization of the Russian Federation. The external economic policy of Russia is directed on mutually beneficial cooperation with the countries of the whole world. Russia as the state having big resources is the largest participant of the international barter.

Today distribution of logistics and logistics management became the main direction in improvement of the customs union. The leading strategy of functioning in the international markets is the clearness and high speed of the conclusion of transactions, i.e., the key activities in developed countries becomes reinforcing the role of logistics.

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