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## Development of Logistics Processes in Transport Enterprises

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**Annotation:** Scientific views, such as marketing strategies, strategic management, 4R theory, are highlighted in the implementation of logistics processes in transport enterprises.

**Keywords:** Marketing, logistics, strategic management, 4R, consumer, service.

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To develop the relationship between transport companies and consumers, it is advisable to generalize the system of transport services and the correct use of marketing and logistics mechanisms. Transportation services, which depend on logistics and marketing services, provide freight and passenger turnover.

In transport logistics is associated with the development of transport infrastructure on the basis of the least costly transportation of goods and passengers, less time spent on alternative plans in the implementation of transport processes, the correct use of modes of transport and control of all processes from start to finish.

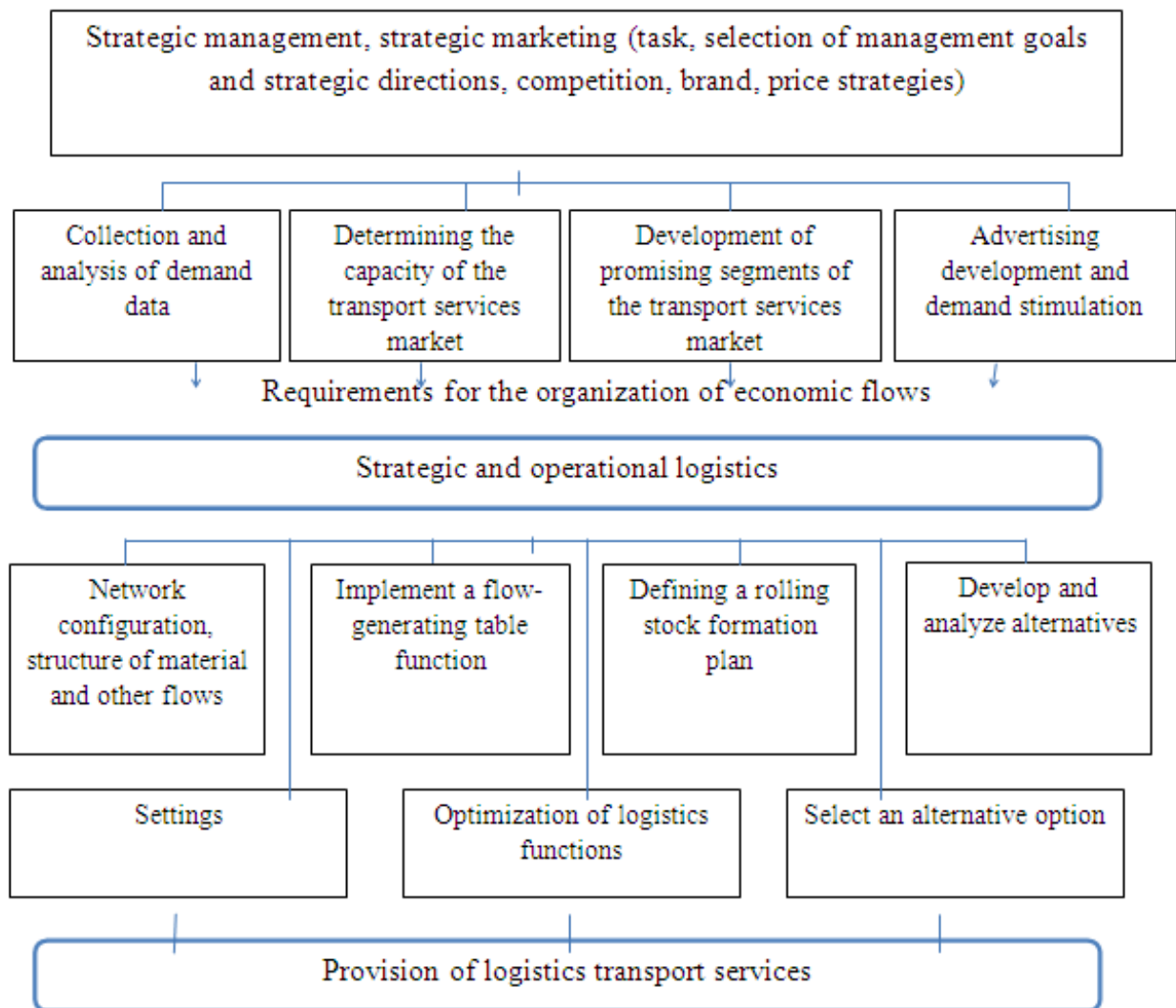
Transport services achieve high results through the use of areas such as management, economics, marketing in solving a variety of multi-purpose tasks.

The direction of management includes the correct location of transport enterprises, the correct distribution of vehicles, the optimization of routes.

The economic direction includes economic analysis and evaluation of passenger transportation processes, cost estimates, determination of the coefficient of use of roads, transport and transport enterprises, alternative payment processes and other similar processes.

The direction of marketing is to develop ways to meet the needs of consumers by studying their wishes and desires, to provide quality service, to create its own image of the enterprise, to study the offer of additional services, to create an advertising system.

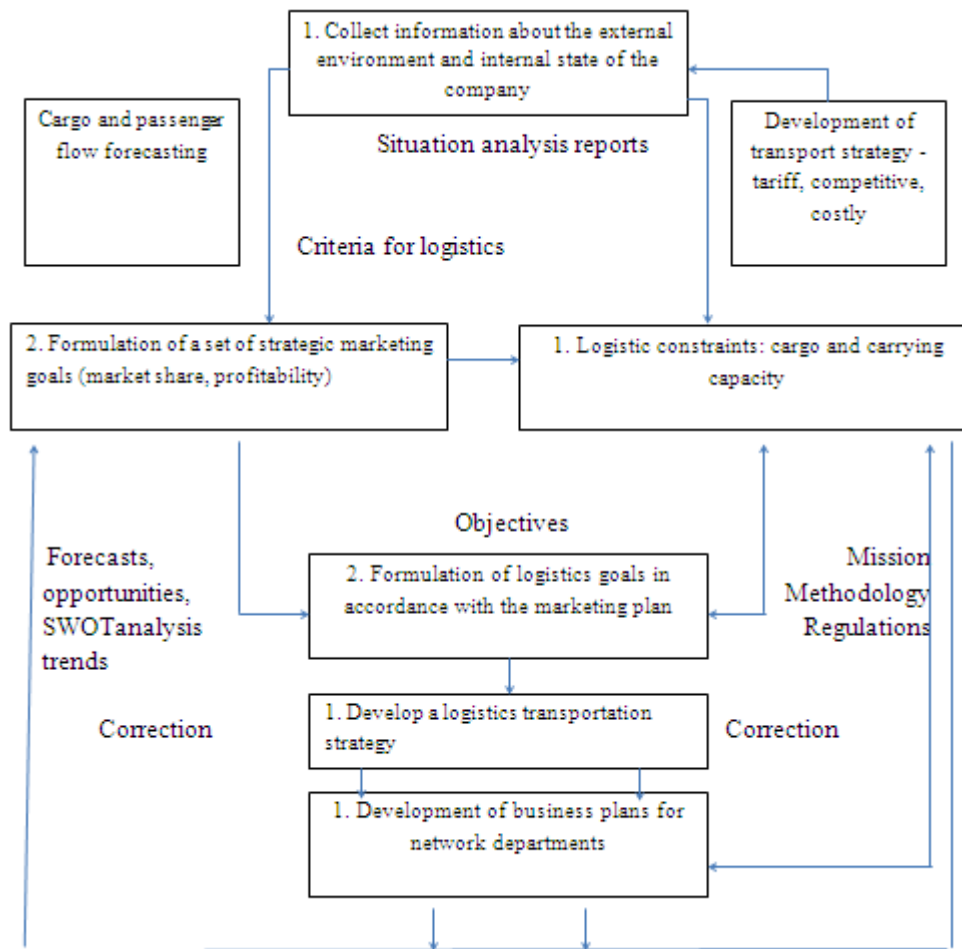
The activity of a transport enterprise as a participant in market relations depends in many respects on the processes that take place in the external environment. The main subjects of the external environment for such enterprises are customers and transport enterprises. Consumers set their own conditions for transport companies on the composition and quality of services provided to them in the process of delivery of goods or transportation of passengers. The sustainability of the transport enterprise depends in many respects on shippers, consignees, transport infrastructure, management and financial organizations, head office services.



**Fig. 1 Interrelation of logistics and marketing goals of the transport process**

Some sources use the terms "logistics marketing", "logistics marketing", which shows that marketing and logistics are closely linked. Marketing planning depends not only on pre-logistics (situation analysis), but also on corporate planning i.e. long-term strategic planning (strategic marketing), goal setting, enterprise market positioning, product selection, competition motivation and several other important factors.

In a figurative sense, marketing is part of strategic management, the eye and nerve fibers of the overall system, performing emotional analytical functions, while logistics performs action-supporting functions. As part of the marketing mix (marketing mix) can be described by the formula 4r (product-product, price-price, place-place, promotion-advertising), logistics forms the field of logistics specialization only in the distribution component (marketing element "place").



**Fig. 2 General scheme of strategic planning of transport based on the interaction of marketing and logistics**

This process determines the logistics of system efficiency in terms of time and space utility of each product. However, in the transport process, logistics is not only responsible for distribution, but also for shaping the transport service offer (product).

The logistics management system works in accordance with the goals and objectives of optimal management of material and financial flows, as well as combines the internal and external goals of the organization of the tasks of the enterprise and defines the marketing goals of the enterprise. As a result of coordination of logistics and marketing services, the quality of customer service will increase (Figure 1).

The logistics system of transport services management is carried out in the initial stages of design on strategic and operational logistics, and for the planning of subsequent logistics processes, strategic marketing is used, which provides "control numbers".

The initial situation assessment is reflected using a situation analysis and is generally similar to a project marketing research algorithm (Figure 2). For logistics management to be effective, it is necessary to formulate marketing information about the regional status of the transport service, the structure of requirements, customer structure, the role of competitive modes of transport.

Managing the "product (service)" element means the use of tools such as determining the characteristics of the transport service and the optimal volume of supply (service).



Optimal services can be identified based on an analysis of the rolling stock structure to meet the needs of consumer groups, meeting the needs of the population for the number of flights and carriages, the convenience of departure and arrival times of trains for passengers.

The required features of the transport service are determined taking into account the characteristics of the target audience of the flight and the number of additional passengers sent.

A lot of information is required to formulate a pricing policy according to the solvency of consumers, including the solvency of the population, the choice of passengers, and so on. Measures developed on the basis of marketing data can be aimed at both the introduction of new services and improving the efficiency of existing ones.

At the same time, it is important to ensure the growth of market capital based on internal environment parameters, effective interaction of human and organizational potential elements, which the transport company is difficult to imitate by competitors, and the formation of sustainable competitive advantages of the enterprise.

Along with the company's dynamic capabilities (ability to adapt quickly to market changes and manage knowledge), key opportunities that can be divided internally and externally are a source of competitiveness and a key factor in long-term success.

The internal capabilities of the transport company include:

- ✓ Unique transport technologies;
- ✓ Ability to create a competitive transport service;
- ✓ Ability to produce clear and efficient business processes in certain functional areas: transport process management, commercial operations, marketing, planning, budgeting, quality management of transport services;
- ✓ Use of factors of production, intellectual and creative potential, organizational knowledge, cheap technologies;
- ✓ Use of modern logistics information technologies, new software products adapted to the tasks of the road transport company;
- ✓ Availability of information resources, structured database, tools and technologies for corporate information systems;
- ✓ Availability of highly qualified personnel in the labor market that are difficult to find and time-consuming to train;
- ✓ Employees' commitment to corporate values and motivating employees to achieve their goals;

External capabilities include:

- Strong relationships with suppliers, customers, partners;
- Opportunity to finance corporate projects in the shortest possible time and at reasonable prices (availability of stable relationships with financial institutions and investors);
- Ability to defend their interests in order not to discriminate against the company (presence of contacts with government agencies).

Thus, the use of a logistics approach in the transport market, which is considered as a structured system in the transport complex, the transport process itself serves as a logistics chain of operators and infrastructure interacting through logistics links. The obtained marketing data ensures that the processing logistics services in terms of demand parameters are consistent with its logistics supply



(capacity and freight capacity) capabilities and limitations, and practically change the demand in transport. Market segmentation is the basis for logistics services to make the necessary decisions and perform feasibility studies. Marketing research is based on the formation of logistics strategies, action planning and optimization of rolling stock. The successful solution of problems in the field of transport is largely due to the synthesis of logistics and marketing methods within a single logistics system of transport management.

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