

DEVELOPMENT OF LOGISTIC SERVICES IN PL CLASSIFICATION

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It is shown that in the present time 3PL and 4PL level are engaged in the solution of a wide range of questions concerning logistic business processes of all chain of deliveries. Thereby the industrial and trading companies have an opportunity to transfer practically all logistic activity to outsourcing to 3PL-provider - the logistic operator. The terminological aspects connected with the concept "logistic operator" and some tendencies of development of the Belarusian market of logistic services are considered in the article.

The international logistic terminology classifies the companies, which are carrying out service for producers, suppliers and sellers of goods as follows: 1PL, 2PL, 3PL, 4PL. In English language PL means party logistics. Generally, in Russian language they usually use the meaning "an operator or provider for "1PL, 2PL, 3PL, 4PL". Figures from 1 to 4 designate degree of the involvement of the company into a chain of deliveries. So "one" defines the relations "manufacturing – seller", and "four" means that the company undertakes practically all functions of the supply chain management, except Purchases and Sales. There are cases when PL operator performs these functions as well [1].

In the Republic of Belarus function 41 logistic centers, 30 of which are created due to national and foreign investments. Eight logistic centers are multimodal, 3 logistic centers have exchange warehouses. The total area of warehouse spaces is 2175,5 million sq.m that account for 410 sq.m on one thousand residents of the country.

Competitive advantages of a logistics system of the Republic of Belarus are:

- existence of the transport communications having considerable capacity in the international and republican traffic (network of the railroads – 5500 kilometers, network of the international highways – 3900 kilometers etc.);
- realization of modern technologies of goods movement, high level of containerization (about 10 container trains are passed every day with a route speed of 1200 – 1400 kilometers per day);
- high level of goods delivering safety;
- multivector character of economic relations of the Republic of Belarus (the share of trade with the countries of the Eurasian Economic Union is 49 percent, the European Union - 25 percent, Asia – 12 percent);
- the system approach to the development of the sphere of logistic services and infrastructure presented in state programs (realization of two special long-term state programs in the period of 10 years) [2].

Insufficient level of presence of 3PL-operators in the market of logistic services is one of the major factors, which is slowing down rates of a logistics system development of the Republic of Belarus, not to mention that the market of services of the Republic of Belarus is deprived of 4PL-providers at all.

3PL means to provide a complex of logistic services including delivery and cell-based storage as well as management of orders and control of goods movement. As 3PL-provider the organization guarantees organization and management of transport movement, account and stockpile management, preparation of import and export and freight documentation, warehousing, processing of freight and delivery to the end user. In fact for the company customer it means outsourcing: the serious direction of own activity is transferred to other hands, and the released resources – human, temporary, financial – are aimed at the development of primary activities.

According to "A professional advice on management of chains": 3PL is the firm providing a set of logistic services for clients. It is preferable that these services are integrated, or are provided separately. 3PL provides such services as cargo transportation, transport logistics, warehousing, storage of goods, responsible storage, cross-country docking, stockpile management, packing and forwarding of freights.

There are 4 categories of 3PL operators:

- Standard 3PL Provider: the main form of 3PL. It undertakes the following responsibilities: sampling and packing, warehousing and distribution - the main functions of logistics. For most these firms, 3PL function isn't their primary activity.
- Service Developer: this type of 3PL operator will offer their clients expanded value added services, such as: detection and tracking systems of a certain package or provision of a unique security system. Such

operators place emphasis on presence at them of perfect WMS systems and will decline the client for introduction of increasing number of IT services.

– The Customer Adapter: this type of 3PL operator comes to the rescue of the client and in fact undertakes complete control over logistic activity of the company. 3PL improves logistics sharply, but doesn't develop new services. The client base for this type of 3PL operator is, as a rule, very small.

– The Customer Developer is the highest level that 3PL can reach concerning its processes and kinds of activity. It occurs when 3PL is integrated with the client and undertakes all function of logistics. Such operators have only several large customers, but carry out very extensive volume of tasks [3].

Fully to carry out all required services and to carry out one-stop services 3pl should have possibilities for really high-quality work in all directions:

– to have own or leased warehouses with good technical equipment and with a possibility of diverse groups of goods storages, at the same time it is desirable to have a stock of free areas;

– to possess a widespread transport network circulating not only in one area;

– to be able to quickly and in a good manner carry out such accompanying operations as taking on charge a vehicle, development of the shipment application in a minimum of time, etc.;

– to offer the cheaply priced services what will help to increase competitiveness in the market of logistics.

For increase in efficiency of functioning of a national logistics system it is necessary to solve a number of important problems in the sphere of outsourcing of logistic services:

1. To considerably expand a complex of transport and logistic services (including planning, control, management and delivery) at active use of outsourcing of logistic services (technology 3PL) in the international market.

2. To create the system of training of highly qualified specialists in the sphere 3PL and 4PL of technologies and transport services [4, 5].

The next stage of the logistic companies development will be an arising nowadays 4PL. 4PL assumes integration of all firms that are involved in a chain of deliveries. The log provider of this class is engaged in planning, management and control over all logistic business processes of the customer that allows to achieve long-term strategic objectives and expand business of the client;

Thus, coordination of domestic logistics development by the state policy, formation of the centralized institute of management of the logistics system are necessary. The complex solution of noted tasks taking into account tendencies of development of the world market of logistic services will allow the companies of the Republic of Belarus to win steady positions in the international logistics. The developed logistic infrastructure of the country stimulates inflow of foreign investments, significant increase in volumes of transit transportations, formation of additional competitive benefits of the Belarusian participants of the market of transport and logistic services and significant increase in the export potential of the country.

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