

**IMPROVING THE MECHANISM OF THE FREIGHT MANAGEMENT
BY AUTOMOBILE TRANSPORT****NELLY PANKRATOVA, JOHN BANZEKULIVAHU MUHIZI**

Polotsk State University, Belarus

In article the problem of provision of efficiency of managerial process by automobile transport with attraction of trucking facilities is considered. The elements of management by automobile transport and structure of transportation process are characterized in more details. Principles of optimization of transportation process and enhancement of the controlling mechanism of freight transportation by automobile transport are shined.

In modern conditions of market economy, the management of freight transportation by the automobile takes a central place in the management of the national economy as a whole. Transportation is not something homogeneous and structureless, it consists of a combination of elements and operations, closely related to each other, and flowing in space and time. The duration of carriage by the automobile transport and its spatial extent vary in a wide range – from several minutes to several days, from several kilometers to several thousand kilometers. In the process of transportation, not only the movement of the cargo takes place, but also its accumulation, unbundling, consolidation, delivery of the cargo to the recipient, etc. All this necessitates the continuous and efficient management of the transport flow, including the planning of transportation, their rationalization, with the exception of unnecessarily distant counter and repetitive traffic.

Management of freight transportation covers all elements of the transportation process, namely:

- acceptance of goods, their transportation and delivery;
- supply of the loaded rolling stock for unloading, and empty cargo for loading;
- consolidation of goods presented for transportation to enlarged consignments;
- spatial movement with technological service on the way, etc. [1].

The structure of the transportation process is as follows:

1. Marketing researches of the cargo transportation market – complex study of the cargo transportation market, market strategy of cargo carriers, tariff policy of cargo transportation, formation of demand for freight transportation services and stimulation of their implementation;
2. Development of rational routes (schemes) for the movement of road freight transport – minimization of empty runs;
3. Selection of the type and determination of the required number of vehicles for the transport of goods – determination of the optimal transport of goods for a particular case;
4. Definition of the scope of the expedient use of the vehicle depending on the specific conditions of cargo transportation, the type and properties of the goods, the operational parameters of the truck transport;
5. Normalizing the speed of motor vehicles – ensuring the safe and efficient operation of the vehicle, safe and fast delivery of goods, rational use of the work of drivers and reducing the time spent on freight;
6. Coordination of the work of vehicles – ensuring the timely delivery of cargo to the right place, in the required quantity, ensuring the quality of transportation and with the least cost;
7. Selection of a vehicle traffic management system using appropriate labor standards;
8. Vehicle traffic control - ensuring the safe movement of the vehicle and the work of drivers;
9. Study and analysis of road conditions for the development of efficient and safe vehicle traffic routes – prevention of unplanned costs in force majeure situations (weather conditions, idle time, adverse road segment, etc.);
10. Application of economic and mathematical methods to improve the efficiency of vehicle use - reduce costs, increase profits from the transportation;
11. Ensuring efficient and safe cargo transportation;
12. Operational control of vehicle movement [1].

As practice shows, many automobile transport organizations face a number of difficulties in the process of cargo transportation, in particular:

- failure to use the full vehicle's carrying capacity;
- poor coordination of the vehicles work;
- use of obsolete vehicles, as a result of which the costs of their servicing are increased;

- incorrect development of routes for vehicles;
- downtime of vehicles, etc.

In determining the costs associated with the implementation of the transportation process, it is necessary to take into account:

- technical and economic indicators of the vehicles used (load capacity, cargo capacity, technical speed, idle time under loading and unloading operations, etc.);
- distance of transportation;
- costs associated with performing loading and unloading operations, damage and loss of cargo, violation of the term for the delivery of goods, etc.

Improving the efficiency of road freight transportation is associated with the technical improvement of the rolling stock of road transport and the means for performing loading and unloading operations, the introduction of advanced technology by improving the organization of cargo transportation. Technical improvements allow to increase the speed of the rolling stock, reduce downtime under loading and unloading operations, increase the volume of the shipment of cargo, etc. The task of cargo transportation technology is to reduce the duration and laboriousness of cargo transportation by reducing the number of operations performed and the stages of the transportation process [2].

Thus, in order to optimize the transportation process and improve the mechanism for managing freight by automobile transport, the following principles should be adhered to:

1. Tracking the technical condition of vehicles used in the organization;
2. Drawing up the optimal route for the movement of vehicles and cargo traffic, taking into account such factors as volume, direction and range, length of time, traffic congestion, sequence of traffic, etc.;
3. Scheduling and traffic schedules to ensure maximum utilization of their cargo capacity and cargo capacity, regularity of cargo transportation, meeting the needs of the largest number of customers for cargo transportation services, minimizing the time spent on transportation and empty runs of vehicles, the relationship with schedules and schedules of vehicles;
4. Coordination of forwarding of vehicles, control of timely arrival / departure;
5. Quality control of the service provided (tariffs, guaranteed delivery times, reliability of supply, compliance with environmental safety requirements, flexibility of provision, provision of related services, etc.).

The high-quality management of freight automobile transportation will help reduce the excessive time spent on simple cars during loading/unloading due to strict observance of the schedules for the delivery of machines, the optimal mode of transport, rational planning of traffic routes, etc.

REFERENCES

1. Нестеров, С.Ю. Управление и организация грузоперевозок автотранспортным логистическим предприятием: монография / С.Ю. Нестеров. – М. : ФЛИНТА : Наука, 2010. – 184 с.
2. Основные элементы управления транспортным процессом [Электронный ресурс]. – Режим доступа: http://www.antor.ru/Articles/Logistics/upr_trnasp_pros.php/ – Дата доступа: 04.02.2018.