

Thus, the town councils of Vitebsk and Polotsk as government bodies in the second half of the nineteenth century concerned the local economy exclusively. The main objects of attention of the town council were education, health, road construction.

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**ANALYSIS OF THE FUNCTIONAL AREAS OF LOGISTICS
IN THE COMPANY "EVROTORG"**

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This article analyzed the logistics of retail chains «Evrotorg». Three main functional areas of logistics: warehousing, procurement and distribution, which effectively interact. Also the author paid attention to the narrow space in their activities and recommendations for its improvement.

Logistics is a science about management of material flows and related information, finance and service in a certain micro-, meso- or macro-economic system to achieve its objectives with optimal charges of resources. The key functions of logistics allocate procurement management, transportation, inventory management, order management, pricing, physical distribution.

The aim of this study was the fact that based on a critical analysis of literary sources, statistical and factual material to enhance the efficiency of the management of the company “Evrotorg” by improving the functional areas of logistics.

According to the theory of logistics there are six functional areas of logistics: procurement, manufacturing, distribution, transport, information and finance. In the process of providing of the enterprise with raw materials and materials solved the problem of procurement logistics. In the process of providing of the enterprise with raw and other materials the problem of procurement logistics is solved. At this stage, suppliers are examined and selected, and then suppliers enter into contracts and control their implementation, take measures in case of violation of terms of delivery [1, c. 32].

In the process of management of material flow within the company, which creates material goods or provides material services, the problem of manufacturing logistics is mainly solved. The peculiarity of this stage is that the bulk of the work on carrying out of the flow is performed within the territory of one enterprise.

In the management of material flows during realization of finished commodities the problem of distribution logistics is solved. This is a vast range of tasks, the decision of which are engaged in the manufacturing enterprise, as well as the enterprises engaged in commercial and intermediary activity.

As well as other functional areas of logistics, transport logistics does not have clearly cut borders. Methods of transport logistics are used in arrangement of any transportation. However the priority object of study and management is a material flow which takes place in the process of transportation by the transport of the general use [2, c. 45].

Information logistics is closely related to other functional areas of logistics. This section covers the organization of information flows within the enterprise, as well as exchange of information between the various participants of logistics processes, that are situated at considerable distances from each other.

Financial logistics is a system of management, planning and control over the financial flows based on information and data on the organization of material flows. The main aim is the complete and timely provision of the volume, term and sources of financing. These sources of financing must meet the requirements of the lowest price [1, c. 38].

There is close interrelation between functional areas mentioned above. Thus, the aim of the logistics can be achieved only with full coordination of all these areas. Consequently, the coordination of activities of all areas of the logistics system is the main condition for its effective functioning [7, c. 25].

This article discusses the activities of the company "Evrotorg". The company "Evrotorg" is one of the largest operators of the food market in Belarus with well-developed infrastructure, the logistics center and highly qualified staff.

"Evrotorg" is controlled from Vilnius by belarusian businessmen Sergey Litvin and Vladimir Vasilko. The holding company «Evrotorg» includes the importer of food products and manufacturers - the Minsk grape wines factory and the Minsk milling plant.

The aim of the trading system "Evrotorg" is customer satisfaction. Marketing and logistics are the parts of the system. Thus, both functions provide a single process and they need to interact correctly to achieve success.

The interaction between marketing and logistics is more than necessary in this company. Marketing shows the way of development, communication with the consumer, etc., and logistics provides its efficiency, maintain a direct communication with the consumer by supplying him goods and services which are produced for the consumer in response to his request for a marketing service. Thus, logistics is a function of the software.

The secret of success of this company is reduction of manufacturing costs: the goods should be available in the required quantity, but without excess inventory, the only way to supply customer requests, and do not have excess of inventory, bringing additional and very significant costs, but otherwise, they will have huge losses from dissatisfaction of consumers. This unique system of logistics has become a major point of "Evrotorg" in the competitive struggle. Thus, "Evrotorg" reached the leadership because its management initially regarded a system of distribution of goods, transport and storage as its competitive advantage as a marketing tool, not as a secondary function. Also there is a constant optimization of the logistics system in this company.

Let us consider functional areas of logistics in the company. In "Evrotorg" isolated: distribution, warehousing and procurement logistics. And now the author tells more information about each of them.

The company has a logistics center, the only in Belarus. Warehouse logistics in the company workswell, a system of tiered storage (Multi-Tier Storage Systems), with application of robotized cart (Radio Shuttle) is used here. The essence of it consists in the fact that 180 m² of warehouse space is stored and processed 900 pallets. It allows you to place the goods on any available storage level regardless of the occupancy rates of others. The system works perfectly.

Purchase logistics. Company "Evrotorg" can be called macrologistic system, as it is a major management system of material flow, which unites intermediary organizations, stores, customers, suppliers and transport organizations located in different areas to achieve common goals.

As an element of the macrologistic system the system of service establishes business relations with suppliers, coordinating the technical and technological, economic and methodological questions related to the delivery of the goods. "Evrotorg" places orders for production of certain goods under its own trademarks from leading manufacturers. When a company chooses a manufacturerpartner, it pays attention to its ability to produce quality products in sufficient quantities. The company sells a product that was released under their own trademarks of retail chain, cheaper than the similar, which is represented on the shelves. For example, the company supplies sunflower oil from the company "EFCO" (TM "Sloboda" TM "Alter"), which is one of the leaders in the Russian market for the production of vegetable oils. In this network, this oil is sold under its own trademark "Sunflowers".

Now "Evrotorg" is in discussion with the company "South of Russia" (the manufacturer of oil "Golden seed") on cooperation for 2010 – 2012. The company offers cereals, pancakes and dumplings under their own

brand name "Grandma's kitchen." Buyer knows canned vegetables – corn, peas, beans, cucumbers under the trademark "OGGO" The company works with manufacturers of Belarus, Ukraine and Russia.

The management of the company is constantly working with suppliers for the harmonization of prices at an acceptable level. That leads to a decrease in the cost of production, and as a result attracting customers.

The distribution logistics. The company has its own distribution center, which is located effectively (near the city of Minsk), it is approximately on equal distance from all stores of the retail chain. The distribution chain is organized as a centralized structure in accordance with the strategy of the location chosen. "Evrotorg" communicate with the manufacturers of the goods directly; sometimes leaving out intermediaries "Evrotorg" has a direct distribution channel of zero level. Thus, they are engaged in delivery of fruit and other goods in their stores, without independent intermediaries.

It can be concluded that, «Evrotorg» uses the efficient logistics, but its activities have narrow space that could be improved thanks to the following recommendations.

The company should introduce a system of Quick Response. The essence of this system consists in the following. After a number of units of goods are sold in a shop, the information about it passes through a scanner and enters into the information network of the retail chain, the data are sent in the system of stock replenishment and renewal of orders. After that, you should response fast to a new demand for this product. The transfer of such information to the main suppliers leads to the subsequent integration of production and delivery chain. If the company enters a system of Quick Response, it will help her reduce costs, accelerate the turnover, increase sales, reduce inventories, which will allow to reduce the prices of goods by more than 25%, therefore this improvement attracts growing number of consumers.

The company often builds stores only if the locality where there is a place for its location and construction. Thus, this leads to the fact that in some cities there are 4 stores, and in the regional center, only 2, this leads to the fact that stores do not work at full power (at full capacity). From this we can conclude that the construction of stores should be based on the marketing analysis of the market. Also, the company should consider variants of rent of premises, it will lead to the facts that there will not be any need to suffer the costs of the construction, stores can be located precisely in those places where the demand is the greatest.

«Evrotorg» should enter online order. It will attract more customers, so that it is convenient, saves time and money (the price in such stores below), you can read the description of the goods at any time. Thus, there are the following advantages of the internet shop for the company: no need to have additional trading area, hire retailers and merchandisers, but only couriers and the manager, and that is significantly cheaper for the company

It should be noted that the company does not use outsourcing, because of what has high costs as staff costs much more bigger, than the execution of the same functions by another company, specializing in any area. Also, when the company uses outsourcing it improves the quality and reliability, the company can concentrate only on the main activity.

Therefore, in case of introduction of logistics in all spheres of activity, will be obtained the following results: the reduction in reserves, the maximum use of space, accelerating the turnover of capital, reduced transportation costs, the reduction of the time of passing the goods through the logistic chain. All this will lead to reduced costs, increased profits and attract customers.

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