

**IMPROVING SERVICE LOGISTICS AT JSC "MOZYR MACHINE-BUILDING PLANT"  
(REPUBLIC OF BELARUS) ON THE EXAMPLE OF JSC "TRACTOR COMPANY "VGTP"  
(RUSSIAN FEDERATION)**

**KSENIYA BAZHANAVA, ANNA SAMOILOVA  
Polotsk State University, Belarus**

*This article offers recommendations for improving service logistics at JSC "Mozyr machine-building plant" (Republic of Belarus) on the example of JSC "Tractor company "VGTP" (Russian Federation).*

Strategy development of service logistics involves the adoption of a series of interrelated key decisions, which are determined by three parameters. These parameters characterize the total supply of useful functions, which are delivered to the market. They are product development, service planning, establishment of a system of offer management of services for the entire period of their life cycle. Careful formation of competitive strategy service logistics of JSC "Mozyr machine-building plant" assumes the accounting of all relationships between all production and commercial kinds of activity, that determines the nature of product answering new consumers expectations .

To determine the service policy of JSC Mozyr machine-building Plant, it is necessary to pass the following main stages:

- Drawing up a list of relationships that must be managed inside and outside of the company within the planning service.
- Formation of a set of interrelated and complementary aims; their programming in the course of time, depending on the system establishment of mixed service at the plant.

All actions aimed at the development of system of service logistics of JSC "Mozyr Machine-Building Plant" should be based on a common logistics system diagnosis, accounting sales and products service.

All service work of JSC Mozyr machine-building Plant can be divided into three groups:

1) Warranty service. This should include the work of maintenance and free repair of equipment sold. This type of service exists nowadays in the enterprise, but in the promotion process this factor is not given attention. The importance of this marketing variable is extremely important, especially for products such as milling, elevators and conveying equipment, which is quite difficult to repair;

2) Service after the expiration of a warranty period. Currently, this kind of service is not practiced in the company. They only sell spare parts to the sold equipment. It is offered to focus attention on this type of service. It is necessary to offer such type of service as replacement of knots and details of the equipment with installation and control. It is rather convenient as the consumer should look for the specialist in repair and adjustment of the elevator equipment in the region that is quite difficult task. This type of service is necessary to develop at the OJSC "Mozyr machine-building plant" as it is capable to bring the company a significant profit. The cost of equipment repair ranges from 30 to 50% of the retail price.

3) Repair and adjustment of equipment manufactured by competitors. This kind of activity is more difficult for the company. There are two variants of development of this business. The first is purchasing spare parts of the companies of manufacturers, the second option is the production of spare parts by JSC "Mozyr machine-building plant". The second option is the most cost-effective, however it requires monitoring the market, establishing an effective feedback system with customers. The current implementation of this project is not possible, however, to work in this direction is essential. For this purpose it is necessary to develop the consumers' passport, a list of customers (consumers) who purchased the equipment from its main competitors. Besides, it is necessary to make the list of the equipment which is in the greatest demand among consumers. At the first option of project implementation, there is a risk of creation of an unrealizable reserve stock, impossibility of order implementation because of absence component or knot.

Development of actions at an initial stage won't require significant increase in staff and considerable investments.

Further, development of service activity will demand increase in the number of the personnel.

Working with customers, employees of the marketing department of JSC "Mozyr Machine-Building Plant" must begin, first of all, to create a customer database. Thus it is possible to receive address material of potential clients which is very important for the company. Data must be entered into the registry, there should be customers who have already purchased the products of JSC "Mozyr machine-building plant".

Enterprise managers should put all these data in a special table, which will indicate the initials of the buyer, company name, possible services, contacts.

The potential customer will always know: who has been last in contact with and how. Information goals can be sent: to promote a new product, the entire product range, and after-sales service companies, and others. Mailings on services may be directed to the entire group of customers, except the part that makes the owners of the equipment of other manufacturers which are not supported by service JSC "Mozyr Machine-Building Plant".

As a rule, delivery of a new kind of services and new products (new models of equipment) is carried out for several months, and during this period some customers from the database can purchase this equipment, then this group of customers should be excluded from the general framework aimed to receive information for a new type of product. As for the entire model range, it should inform the entire database of customers.

Lending to customers when purchasing rather expensive equipment is one of the promising areas of promoting the services of JSC "Mozyr Machine-Building Plant".

The life cycle of services of JSC "Mozyr machine-building plant" is slightly higher than the sales cycle of the product, then the JSC "Tractor company "VGTP" life cycle of logistics services far exceeds the life cycle of the warranty work of the equipment.

The problem of the life cycle of services has not been studied so deeply and accurately, as a problem of the product life cycle. As a result, the majority of entrepreneurs employ techniques to manage the life cycle of a product in an unmodified form to the lifecycle management of services. But at a time when the product is at the stage of maturity, the cycle of services is just beginning to gain momentum. 70% of proceeds from the sale of services, the company receives at a time when sales of the equipment went on the decline.

It can be concluded that the curves of the life cycle of the goods and services cycle do not match. The differences in these cycles can be represented graphically (Fig.).

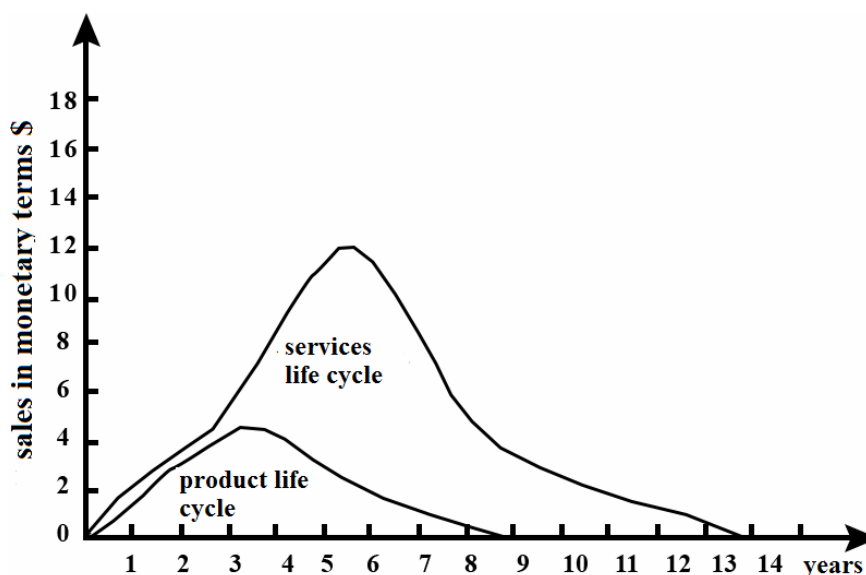


Fig. Differences in the curves of the product life cycle and its attendant (service) services at the correct organization of logistical service

As can be seen from the figure, up to 70% of revenues from sales of services of foreign companies, accounts for the last two stages. This phenomenon can be explained by the following reasons:

- the combined effect of price increases on service offerings;
- the possible upgrading of equipment, carried out at rather high prices;
- provision of additional services as physical and moral aging of the equipment.

In other words, by the time when the product life cycle will be at the stage of decline, the life cycle of services will only enter the stage of rapid growth. Thus, initially, the firm receives profits directly from the sale of the product itself, and then from the sale of related services.

Conclusion: using the proposed algorithm will improve the level of service, which is one of the factors of competitiveness of JSC "Mozyr machine-building plant" to optimize the work of technical support units and the number of employees and to plan the production of spare parts for company products more accurately.

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UDC 657.6:338.28

**AUDIT OF THE ORGANIZATIONS BUSINESS PROCESSES: SOFTWARE AND STAGES****ALEXANDER BEMBEL, LYUDMILA MASKO****Polotsk State University, Belarus**

*In article problems of business processes audit of the organizations are studied and its information support is developed. According to the results of research the main stages of carrying out business processes audit are represented here It will promote the expression of the auditor reliable opinion in the conclusion .*

In the conditions of market economy business processes play an important role, both at the macrolevel, and at the microlevel, covering all economic subjects. Especially their role increases in conditions of the market competition, when economic subjects feel need for effective management, with the need of increasing in activity profitability of highly developing organizations, with growth and expansion of the available advantages and opportunities. Therefore, business processes audit, is actual, its results can have practical value. At the same time this type of audit is not obligatory, and voluntary and therefore can be ignored by the organizations.

It is necessary to emphasize that the technique of audit in business processes of the organizations in Republic of Belarus is not settled by any standard. "The audit inspection represents sequence of certain stages division on which is more connected with logic of the carried-out procedures and their isolation" [1, p. 105]. Consequently, we focus at the problem and consider necessary to develop a technique of business processes audit.

Business process is one, some or set of the enclosed processes (internal steps of activity), coming to an end with creation of a product necessary for the client which allow to achieve high efficiency of activity of the organization, focusing attention on inquiries of consumers. Therefore it is important to increase as much as possible the importance of business process and to coordinate to it numerous functions [2]. The main task – to identify the reasons for the ineffectiveness of the organization. Figure 1 presents the objectives of the audit business processes.

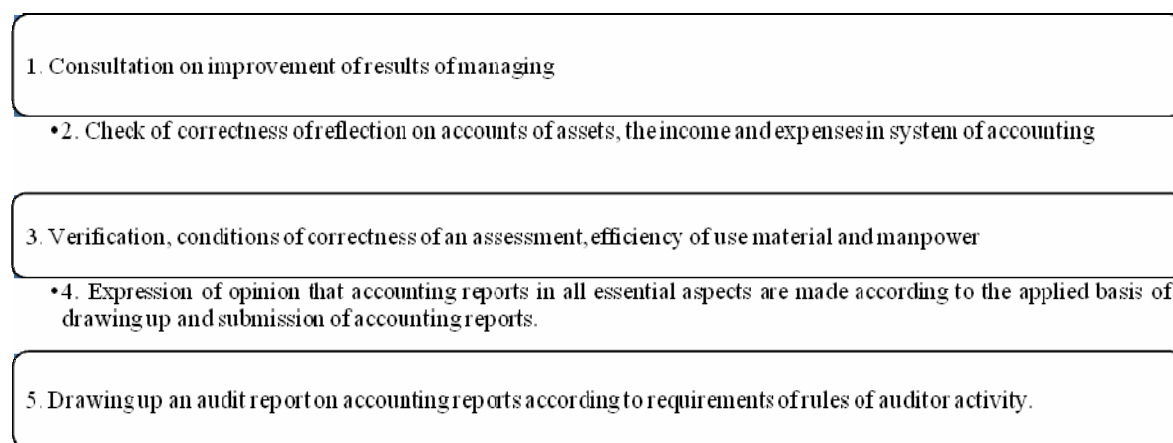


Fig. 1 Problems of audit of business processes

Source: own development on the basis of the studied normative legal acts, special literature and analytical material.

Thus, the correct statement of problems of audit assumes stage-by-stage preparation for carrying out check that will allow "to estimate business processes from the point of view of efficiency, controllability, functionality, degree of clients satisfaction, and also to gain a complete idea of their current state" [3, p. 24].