

the contract, the definition of the optimal route, the rent of the means of transportation may occur within a week. The organization of the cargo transportation depends on the distance and can comprise both several hours in case of intra-carriage and a few weeks in case of international transportation. Monitoring should be carried out continuously throughout the period of transportation. The work on claims, should they occur, lasts up to 30 days, and the completion of transport operations is usually carried out within one day. Thus, a business process «transportation» may take from several days to several months. We believe that in order to optimize the business process there is a need to reduce the cycle time of the process performance, reduce downtime, improve the use of time, introduce the information technologies, perform some functions and procedures in parallel, whenever possible.

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## THE ANALYSIS OF THE DEFINITIONS OF THE CONCEPT DISTRIBUTION

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*In this article the organizational-economic content of the concept distribution has been studied, the latest domestic and foreign literature on the similar issues has been reviewed.*

Today's dynamic economy leads to the fact that organizations have to constantly evolve to remain competitive and financially stable. The saturation of absolutely all markets with the goods to such an extent that the organizations need to actively involve customers, has resulted in the exceptional understanding of the role of distribution in the organization. The products or services are to be sold in the optimal manner: taking into account all the wishes and preferences of the customers and obtaining the greatest benefits.

For the organization the distribution is important for several reasons:

- as the sales of the organization defines such indicators as the amount of income, profit, level of profitability;
- distribution depends on the production and logistics organization.

Thus in the process of distribution the final result is determined by the organization aiming at enhancing the performance and maximizing the profits.

In the study of the views of the domestic and foreign authors, we have found that the same understanding of the concept of "distribution" is not available. The results of the investigation are given in the table 1.

Table 1 – The interpretation of the concept of «distribution» in the domestic and foreign literature

Source	Definition
	Distribution – this
1	2
В.А. Коршунов [1, с. 8]	activities related to customer service
В.Е. Николайчук [2, с. 9]	the subsystem that provides the outflow of material flow logistics system
А.М. Гаджинский [3, с. 53]	the subsystem that provides the outflow of material flow logistics system
Б.А. Аникин [4, с. 129]	the initial stage of the process the output of goods within the scope of use; sale of products; buying and selling
<a href="http://www.e-reading.club/">http://www.e-reading.club/</a> [5]	it is a system of relations in the formation and direction of the flow of goods, contributing to the promotion of the products from producer to consumer
<a href="http://barmashova.ru/">http://barmashova.ru/</a> [6]	purposeful activity, principles and methods, implementation of which are designed to organize the flow of goods to the final consumer
В.Н. Наумов [7]	it is a system of relations in the sphere of commodity-monetary exchange between the economically and legally free agents market, realizing their commercial needs
Словарь «Борисов А.Б. Большой экономический словарь» [8]	sale, realization of enterprises, organizations, entrepreneurs of manufactured products, goods in order to obtain cash receipts, to ensure receipt of funds

## Economics

Table 1 Conclusion

1	2
<a href="http://wp7.ru/">http://wp7.ru/</a> [9]	activities of the company, consisting of planning, organization and control of the physical movement of materials and finished products from their place of production to the point of use to meet the needs of consumers and for profit
<a href="http://www.marketch.ru/">http://www.marketch.ru/</a> [10]	delivery of goods for sale, the implementation company manufactures (purchased) by them. Distribution – the process of exit of goods in the sphere of use; realization of products; delivery for the purpose of sale. Distribution, increasingly, logistics operation, meaning the supply of goods to the buyer directly, or through marketing intermediaries (suppliers of the buyer)
<a href="http://osnmarketing.ru/">http://osnmarketing.ru/</a> [11]	Broadly, the distribution is understood as all operations with the release of the product outside the gate shop manufacturer that end transfer to the buyer. A narrow interpretation of the distribution covers only the final stage, the communication with the seller by the buyer
С.Н. Третьяк [12]	it is a set of organizational, technical, financial and economic activities related to the supply and sale of finished products
<a href="http://www.productguide.ru/">http://www.productguide.ru/</a> [13]	in the broadest sense it begins with the release of the product outside the gates of the enterprise, and ends with the transfer of goods in the hands of the buyer. In the narrow sense of the term covers only the final phase - direct communication seller and the buyer, and all previous operations stand out as a separate concept of "merchandising"
<a href="http://prerek.ru/">http://prerek.ru/</a> [14]	in the broadest sense - is the operation since the release of goods from the production to the moment of transfer of the product to the buyer. In the narrow sense of the word - is the direct interaction between buyer and seller
<a href="http://manageconom.ru/">http://manageconom.ru/</a> [15]	a system of relations in the sphere of commodity-money exchange

Source: own study.

After reviewing the existing definitions, we have identified five approaches to the definition of «distribution»:

- operations with the release of the product from the production to the moment of the transfer of the product to the buyer;
- the subsystem that provides the outflow of material flow logistics system;
- the initial stage of the process the output of goods within the scope of use; realization of products; buying and selling;
- a system of relations on the formation and direction of the flow of goods, contributing to the promotion of products from the producer to the consumer;
- a system of relations in the sphere of commodity-money exchange between the economically and legally free agents market, realizing their commercial needs.

In the table 2 we consider the allocation of views on the essence of the concept.

Table 2 – The authors' views on the essence of the concept of «distribution»

Source	The views on the essence of the concept of distribution				
	Distribution—operations with the release of the product from production to the moment of transfer of the product to the buyer	Distribution—the subsystem that provides the outflow of material flow logistics system	Distribution—the initial stage of the process the output of goods within the scope of use; realization of products; buying and selling	Distribution - a system of relations on the formation and direction of the flow of goods, contributing to the promotion of products from the producer to the consumer	Distribution - a system of relations in the sphere of commodity-money exchange between the economically and legally free agents market, realizing their commercial needs
1	2	3	4	5	6
Коршунов В.А. [1, с. 8]	+				
Николайчук В.Е. [2, с. 9]		+			
Гаджинский А.М. [3, с. 53]		+			

Table 2 Conclusion

1	2	3	4	5	6
Аникин Б.А. [4, с. 129]			+		
<a href="http://www.e-reading.club/">http://www.e-reading.club/</a> [5]				+	
<a href="http://barmashova.ru/">http://barmashova.ru/</a> [6]				+	
Наумов В.Н. [7]					+
Словарь «Борисов А.Б. Большой экономический словарь» [8]					+
<a href="http://wp7.ru/">http://wp7.ru/</a> [9]				+	
<a href="http://www.marketch.ru/">http://www.marketch.ru/</a> [10]			+	+	
<a href="http://osnmarketing.ru/">http://osnmarketing.ru/</a> [11]	+			+	
Третьяк С.Н. [12]					+
<a href="http://www.productguide.ru/">http://www.productguide.ru/</a> [13]	+			+	
<a href="http://prerek.ru/">http://prerek.ru/</a> [14]	+			+	
<a href="http://manageconom.ru/">http://manageconom.ru/</a> [15]					+
<b>Итого</b>	<b>27%</b>	<b>13%</b>	<b>13%</b>	<b>47%</b>	<b>27%</b>

Source: own study.

As shown in the table 2, in the modern economic literature there is no consensus in determining the nature of the category. Analyzing the variety of approaches, we are of the opinion of the most authors: the distribution is a system of the relations in the formation and the direction of the flow of goods, contributing to the promotion of the products from a producer to a consumer.

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#### THE DETERMINATION OF THE CRITERIA FOR THE EVALUATION AND SELECTION OF THE CARRIERS IN THE SUPPLY CHAIN MANAGEMENT OF THE PRODUCT OF AN ENTERPRISE

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*In this article the criteria necessary for the choice of a carrier under the conditions of the impossibility of using the organization own transport are specified and characterized, the process of their ranging according to their importance degree is reflected, and also the problems which the organizations can face at a choice of a carrier as the logistic partner are described.*