

Summarizing the aforesaid, the offer to understand the coordinated cost which is recognized by the interested informed and independent parties participating in the transaction as fair value is made.

While determining fair value it is necessary to consider possible limits of the prices "justice" at an assessment of biological assets and agricultural production. Thus it is necessary to proceed from such assumption as equivalent advantage of this way pricing use for the agricultural organization and the possible (potential) buyer of biological assets and agriculture production of this economic entity

Despite numerous research, the problem of effective bees fair value choice technique determination and results of their biotransformation taking into account features of biological assets activity stages remained unresolved despite the growth of the state' interest in beekeeping development. During the reporting period there is a continuous bees movement and biotransformation which as object of accounting, have to be objectively estimated at each stage of a biological asset functioning in economy changing its real cost.

The operating determination technique of bees cost, first, is differentiated depending on a way of receipt of bees in the organization, unlike uniform approach to an assessment on IFRS that results in the increased labor input of registration process; secondly, the biotransformation processes which are shown in high-quality or quantitative changes in a condition of bees don't receive value terms in accounting whereas their real market value changes that lead to a divergence of indicators of accounting reports with the valid cost indexes of biological assets.

In case of the active market existence for establishment of the object current market value, IFRS 41 "Agriculture" suggests to count biological assets fair value and agricultural production on the basis of the asset's price established in such market. In the presence of the active market bees fair value and production of beekeeping is accepted to equal market price of the estimated asset, which Suzdaltseva N. and, Zakharova E.V. suggest to count as average arithmetic all offers on product sales in the chosen market.

At the same time, first, in the active market bees are realized together with beehives, in cellular or the packages therefore market price is established not for 1 kg of bees, and taking into account the factors which directly aren't influencing the cost of biological assets as natural set of bees, a uterus and drones (type of the contents bees for realization, quantity of honeycombs, type and quantity of a forage for bees and a uterus, etc.). In that case, average market price of bees will be the value judgment which does not consider essential properties of assets and does not correspond to the principle of an objectivism for establishment of biological assets fair value and agricultural production.

On the basis of the conducted market research the only factor having direct impact on establishment of market price of natural set of bees, a uterus and drones is the weight of bees. When the weight of bees in the realized bee family is higher, it is considered to be stronger and therefore it is estimated more expensively. On the basis of the conducted research is made the proposal as a basis of establishment of the current market value of bees to assume the cost of 1 kg of bees taking into account a uterus and drones corrected on their breed. To calculate the market value of 1 kg of bees it is rational to take the cost of offers the packages in the market which include the smallest quantity of the foreign factors influencing the cost of biological assets from this cost. It is recommended to subtract the market value of a forage for bees and a uterus on the norm recommended to GOST "Bees".

Thus, according to requirements of IFRS 41 "Agriculture" bees, it is recommended to estimate at fair value that will lead to rapprochement of the national account with the international practice, will lead to an objective assessment of a real property condition of subjects of managing of agrarian and industrial complex.

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FORMATION OF TRANSPORTATION OPTIMIZATION BASED ON THE INTEGRATED LOGISTIC SUPPORT

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The article describes the basic guidelines for integrated logistic support of the transportation process in the formation of the optimization process. The description of the functional cycle of order execution on transport customer service as a basis of integrated logistics is given.

Economics

Transport services market is steadily growing. In order to optimize the main transport and logistics processes (significantly reduce inventory, speed up the turnover of working capital, reduce logistics costs, provide the most complete customer satisfaction in the quality of goods and related services), companies adopt methods of integrated logistics management. About the features of this type of logistics we'll talk in the article.

The optimization of transport and logistics processes of the enterprise is carried out in the following orders:

- the maximum service to customers and partners of a company;
- the achievement of the optimum level of process costs at the desired level of service for customers.

To optimize the process, the following resources are required:

- the competent team of professionals with experience in logistics;
- the park of own rolling stock;
- the terminals which are equipped with required loading facilities.

The most significant is the decision to optimize routing. The main requirement of routing: the creation of a number of feasible routes with lower cost and service to all customers. As the objective function for the calculation of the routing decision which must be minimized, for example, can be selected in accordance with the total cost of the route.

Huge advantages of applying logistic principles of organization and control flow processes known results are confirmed by numerous studies.

According to various foreign experts, the introduction of logistics in the company provides:

- cost reduction in turnover by 20 %;
- volume of stocks – 30 – 70 %;
- reduction of production costs by 30 %.

V. Lukinskiy, referring to the results of expert evaluation specialists, specifies that the application of logistics, allows:

- to reduce inventory levels by 30 – 50 %;
- to reduce the time of product movement by 25 – 45 %;
- to reduce the re-warehousing transportation in 1,5 – 2,0 times;
- to reduce the cost of trucking by 7 – 20 % and railway transport – by 5 – 12 %.

The world practice shows a high integrative role of logistics, especially the sphere of production and the sphere of circulation. Linking the past into a single logistic chain, logistics favors not only a sharp decline in stocks, but also increase productivity and increase sales.

In the 1980s and 1990s originated the term “integrated logistics”. The system of integrated logistics provide the product promotion through a continuous and sequential chain of step-by-step add value with the acquisition of goods and services at the right time, in the right quantity and form. Added value means that each stage of system of logistics includes actions, which increase the cost of a product or service for those, who will receive goods. The logistics can integrate the distribution, production and supply that to synchronize the rhythm and flows.

Integrated logistics is designed to manage the flows of logistics system, passing through all these stages. In practice, this is consistent with the structural division of the principle of functionality (supply, production, storage, distribution and so on). The process of formation of the logistics system is based on the provision and maintenance of the product life cycle from the conception to disposal.

Simplified the structure of integrated logistics can be represented as: design → purchasing → production → distribution → sales → customer service.

An integrated approach allows:

- to separate issues of distribution, production management and logistics, eliminating the possible differences between the functional areas and the relevant departments;
- to minimize the contradictions between the production and marketing;
- to systematize and organize the information flows.

Functional cycle, or cycle of execution of the order – the basis of integrated logistics. It is the study of individual parameters of integration on the basis of the mentioned cycles, together forming the operating system of logistics, allows us to determine the dynamics, to find relations and solutions. With suppliers and customers the company has information and transport network. The functional cycle – the main object of the planning and operational management in logistics, it is clear that it plays a critical role in meeting the logistics needs, creating the structural basis of integrated logistics.

The order cycle (functional cycle) is the main object of analysis of the integration of logistics functions. It's basic structure relates to the link and nodes, and it is the same for physical distribution, and logistics production and supply. A significant difference in the degree of management control over the different types of functional cycle. The obligatory condition of logistics' integration is the study of the configuration of each individual functional cycle to identify critical linkages and control lines.

An important task of leadership is to create the employees of the so-called logistic thinking that all managers in the company have learned to think and to act, based on the concepts of integrated efforts and efficiency.

The role of online access to a comprehensive set of information in logistics should not be underestimated. Information technology is able to meet the bulk part of the information needs, in addition, there are the possibilities, if it's necessary to receive data in real time. The use of IT-development allows to reduce logistics costs through more effective management of information flows, increasing their speed and coordination.

For the effective functioning of the logistics system it's necessary to generate logistics infrastructure. All infrastructure departments in the management process are integrated elements of the logistics system of the company. Infrastructure forms a sort of skeleton on which to build a logistics system and its operation. This includes information and transport facilities, such as separate functions, such as processing customer orders, inventory management or processing, carried out within the framework of the logistics infrastructure.

A necessary condition for integration are structural changes in logistics. The effect of logistics integration in order to reduce costs and improve the quality of customer service, it is difficult to overestimated, while promoting it at all levels, regardless of their sector of individual companies. The level of development of domestic enterprises requires the creation of conditions for association of industrial, commercial enterprises and companies serving the market infrastructure, in integrated logistics system. They are able to deliver products to the consumer quickly, on time and with minimal cost.

Therefore, the main trend of our time, including the processes in the world economy, is the acquisition of new factors of logistics efficiency, merging its traditional applications areas and the formation of a qualitatively new strategic innovation system - integrated logistics. Overcoming barriers and differences between individual companies and even entire industries in effective integrated logistics chains with well-developed cross-functional coordination within a single company becomes particularly relevant today.

Prerequisites for integrated logistics approach are:

- understanding the importance of logistics market mechanisms as a strategic element in the implementation and development of the competitive capabilities of the enterprise;
- consideration of possible prospects and trends for the integration of participants in the logistics chain between them, the development of new organizational forms - logistics networks;
- technological capabilities in the field of advanced information technologies, opening new possibilities for the management of all aspects of production and commercial activities.

The dynamics of market relations, globalization, international business and resource constraints lead to a significant increase in the velocity of the material, financial and information flows, reducing the number of intermediaries in the logistics chain, reducing the stability and reliability of their functioning. Therefore, the achievement of the strategic objectives of an enterprise is possible with the transformation of existing logistics systems in the integrated logistics network.

In order to most effectively implement the global goals of the business and the government in general, we need in a well-developed integrated logistics system. It should be remembered that the maximization of profit will be affected by factors such as competitive position, competitive price, low costs and industry structure. In this case, the integral responsibility for the level of costs associated not only with internal costs, it also includes the responsibility for the efficiency and timeliness of delivery, the choice between the production and purchasing it from suppliers.

The involvement of individual interconnected elements in the integrated logistics process in order to prevent wasteful loss of material and other resources allows us to solve managerial tasks with maximum efficiency. Integrated supply chains contain five performance indicators:

- communication with suppliers;
- communication with consumers;
- processes within one division;
- logistics processes between departments within the company;
- logistics links between enterprises in the supply chain.

Such systems are aimed at a significant reduction of costs by speeding up the turnover of capital, reduce the time of execution of orders, coordination with network providers.

Among the key areas of logistics competence are inventory management, transportation, logistics information, logistics, warehousing, materials handling and packaging. Focus on delivering high quality customer service through the integration of key competencies allows to develop modern technologies and logistics management and to achieve a high level of competitiveness. It is clear that progress in each of these fields is meaningful only if they increase the overall efficiency of the integrated logistics system.

According to the classics integrated logistics D. Bowersox and D. Kloss cheaper using the information to find the optimal solutions than to implement sub-optimal inventory transfer. Integrated Logistics in the West led to the creation of the concept «Supply Chain Management» - SCM.

Economics

For the implementation of integrated logistics support (ILS) apply modern technologies, which include CALS-technologies. Under the ILP understand the approach to solving the complex logistics tasks in the process of creation and use of products and, above all, to ensure their effective operation on the basis of creating the necessary maintenance tools products, including documentation and databases for training, diagnostic products, their repair, etc.

The emergence of the concept of integrated logistics support (ILS) products and integrated logistics systems due to the desire to maximize the efficiency of the operation of complex equipment. ILS is also seen as a set of measures and procedures aimed at reducing overall costs at all stages of product life cycle (PLC), primarily in the operational phase.

The concept of ILS typically include the solution of the following task groups:

- analysis of logistic support;
- management of technical maintenance and repair;
- management of logistics;
- document management and workflow;
- staff training.

These tasks groups:

- research market conditions and predict the prospects for sales of products planned for production;
- define infrastructure systems products service period of operation, including planning procedures of logistics, diagnosis of the condition of products, repairs, etc.;
- consider the requirements of maintainability in the design of products, design tools and maintenance of complex technology, in parallel with the development of the product;
- calculate the reliability and duration of failure-free operation of the product;
- calculate the cost of production and operation of products;
- determine the composition and the required amount of spare parts;
- teach the staff;
- support communication between producer and consumer by accessing the consumer to the integrated database products to simplify diagnostics and repair products;
- get data about faults and failures for the adoption of measures to improve reliability of products;
- classify and codify the products and materials needed to facilitate searching for desired data in directories and databases;
- develop and manage electronic maintenance and repair documentation;

Already at the design stage to predict costs and identifies the resources required to support the product in the correct state, created the DB ILS (Fig. 1) intended for the information service of all participants in the product life cycle, developing electronic technical documentation used in the procurement, delivery, commissioning, operation, maintenance and repair products, planned demand maintenance. In systems, the ILS is controlled processes of delivery of products, the formation and execution of applications in the operation of the product database ILS is available to service personnel. It should be noted that the ILS is closely linked with ensuring quality control in accordance with the standards of ISO 9000 series.

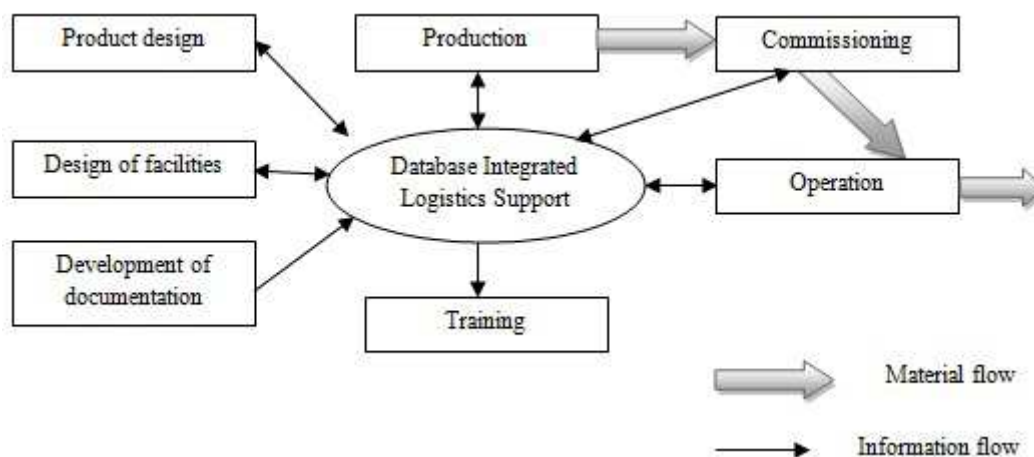


Fig. 1. Basic procedures and flows in the system ILS

Thus, logistics integration allows the achievements of each individual functional area to make the maximum contribution to «spike» the competence of the company in logistics. This poses a logistics management company's current goal is to reach a higher level, to play the role of so-called cross-functional coordinators, while individual functional areas of logistics as resources that need to be integrated into a single management system.

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**THE ECONOMIC ESSENCE OF THE CONCEPT “CASH FLOW”
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This article is a result of the research made on economic essence of the concept “cash flow”. This work is based on different authors’ and researchers’ opinion, made from careful study of their work. The offered definition will allow to bring accounting terminology into accord, and promote the formation of the authentic view, which characterizes the cash flow as the economic category.

In modern conditions of doing business the most important indicator of the company effectiveness is the financial result, expressed by the amount of economic profit. However, in the enterprise accounting practices some situations may appear, when business has a profit, but it is insolvent, and on the contrary, it may have a loss, but it is solvent.

This factor arises due to the fact that the accounting income and expenses are recognized on an accrual accounting basis. In case when excess of income overdue expenditure, the company earns a profit. However, all costs may have already been paid on the balance sheet date, but the trade receivables are not still paid, in this case there is the cash outflow in the absence of the inflow. I.e. there is a profit, but the necessary volume of funds may not exist. Or reverse situation may occur, when expenditures are higher than income, i.e. the company has an accounting loss. However, accrued income (receivables) is paid by the buyer, and accrued expenses (for example, in terms of payments to suppliers for services) are still not paid. Therefore, according to the accounting information, the company has a loss, but it is capable of generating the necessary cash flow and of remaining solvent.

This means that the provision of cash resources for the production and investment process affects the results of the enterprise activity, of the degree of its financial stability and solvency, and of competitive advantages, necessary for the current and future development [1, p. 23].

At present, scientists are paying significant attention to the cash flow. However a single definition has not been adopted yet. For example, “cash flow” is sometimes identified with the category of “financial flows”, but that is not quite true. This is due to the fact that the category of “financial flow” is much wider than the category of “cash flow” and includes cash flow in its membership. In addition, it includes other flows of financial resources, such as securities, credit resources, etc.

The idea of “cash flow” appeared in American economic literature after World War II. The category “cash flow” was originally used in the securities market by financial analysts to assess the companies’ stock price. The translation of this phrase into other languages, while preserving its meaning, causes some difficulties. That is why different authentic translations and definitions are found in Russian economic literature.

Probably, due to the ambiguous translations of this definition in the economic environment an ambiguous interpretation of the word “cash flows” have been formed.