

(distributor). The leading representatives of the auto industry, realizing their cars only through exclusive dealers who are represented in a particular region can serve as a definite example.

At a time when the organization is determined with the number of intermediaries, it is necessary to determine their type. For this it is necessary to conduct a comprehensive analysis of the advantages and disadvantages of each type of mediator, given tasks set by the organization in the field of marketing.

Intermediaries used to assess the following criteria : to be defined by how much actual sales corresponds to the planned ; accounted skills to attract new customers , as well as the ability to maintain and develop relationships with prospective clients ; intermediary share in total sales organization , in comparison with the cost of this work mediator , the fulfillment of contractual conditions.

Step 3. Supply management products in the enterprise intermediaries (tovarosnabzheniya intermediaries)

When organizing tovarosnabzheniya intermediaries must comply with the following requirements: delivery should be planned, rhythmical, quickly and cost effectively.

The following factors influencing the process tovarosnabzheniya intermediaries: the specific characteristics of products supplied; condition and placement of storage facilities, the accuracy of the information used to calculate the volume and delivery schedule, the development of transport infrastructure in the region.

Step 4. Promote the activities of intermediaries

To sell products of the supplier effectively, you need to motivate members of the Sales channel.

Factors stimulating the motivation of channel members are short-term economic "bait" to encourage intermediaries to promote goods of the producer.

Step 5. Control the activities of intermediaries

The degree of control depends on the coordinated control figures performance: normal sales figures inventory, delivery time buyers and programs to support, sales promotion and training. Ongoing work periodically compared with the control figures, identifies deviations and appropriate action taken.

Control is assessed as effective when the capacity of the manufacturer influencesthe other channel members.

To assess the effectiveness of the sales organization the following indicators are used: market share of the organization, in comparison with its competitors, trends in this share, compared with competitors determined - sales of their yield and profitability, costs.

Presented above steps of finished product sales management, quality and consistent performance which enables an organization to create an effective marketing activities and have a competitive advantage in the developed markets.

The basic management functions of planning, organization, motivation and control, reveal the essence of sales management organization.

Today, along with the direct production of goods, the ensuring of their availability and setting an acceptable price play an important role for regular communications with potential and regular customers of the organization.

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TRANSPORTATION AND FORWARDING SERVICES IN THE INTERNATIONAL LOGISTICS

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The relevance of the article is the fact that in a globalized modern economy efficiency of cargo delivery is included in the priority areas for reducing costs of industrial enterprises, as well as trade and services. Therefore, in recent years there have been a pronounced trend selection forwarding activities as an independent branch of the transport complex.

Economics

One of the main tasks of forwarding activities in modern terms is a search for the most effective option for customer delivery by one or more means of transport.

High readiness for delivery of goods is very often determined by macroeconomic necessity. For example, constant unlimited readiness to supply goods for utilities and energy facilities, hospitals, transport and certain amounts of inventory state oil companies, or mandatory food supplies are justified. Forwarding services is an activity in the field of transport, covering the full range of operations and services for the delivery of goods from producer to consumer.

Forwarding service includes performing freight forwarding operations and services.

Forwarding operation is a complete elementary, recurring action, providing forwarding services.

Forwarding service is a separate transaction or group of transactions, directly aimed at meeting the specific needs of the customer in the Freight Forwarding, and characterized by the presence of the necessary technological, economic, information and legal support [1].

In Belarus there is a law dated by June 13, 2006 No 124-3 "On forwarding activities." This law defines the legal and institutional framework for the implementation of freight forwarding activities in the Republic of Belarus in order to create conditions to meet the needs of the economy and the population in the freight forwarding services. Transportation covers the central place in the forwarding service. Transport is a branch of material production, providing transportation of people and goods [2, p. 72].

The types of transport include rail, road, water, air, and pipeline. Each means of transport has its own advantages and disadvantages.

Trains are often used to transport heavy and bulky loads over long distances. Rail transport is one of the most important types of modern transport.

There are the following features and advantages of rail transport:

1. lower cost of transportation of goods compared to other means of transport and the ability to transport them regularly, regardless of weather conditions and time of the year;
2. possibility of building a railway track on practically any land area and organization of public transport with a high carrying capacity, as well as with a high speed;
3. trains are characterized by universal rolling stock designed to transport a range of different goods.

Road transport is aimed to transport goods by road and has a considerable field of application for the delivery of products for short and average distances as well as for long distances, when you need to transport specific types of goods, and thus reduce the time of delivery.

Road transport has its own characteristics different from other means of transport, which are generally limited to the following:

1. the possibility of transporting almost all kinds of goods (from unitized to granular and liquid);
2. direct delivery of goods without transshipment or with a minimum of cargo-handling operations;
3. considerable flexibility of road transport.

Water transport consists of two components: inland and marine transport.

Inland water transport holds a special position in the transport service. It should be noted that the river basins are completely or partially isolated and form independent transport markets.

Inland water transport has some specific features:

1. relatively low cost of goods transportation (the cost of transportation on the main rivers is 35% lower than on rail roads, and 3-5 times lower than on roads);
2. cargo transportation seasonality and movement restriction by weather conditions;
3. high capacity of inland water transport.

Marine transport is widely used in international and domestic cabotage (shipping between ports of the same country) transportation.

Maritime transport has several features:

1. practically unlimited linear traffic capacity;
2. relatively low investment like in river transport;
3. significant amounts of foreign trade cargo, which currently can not be delivered by none of other means of transport at international and intercontinental scale.

Air transport (planes and helicopters) is the fastest, but also the most expensive means of transport.

The main features of air cargo transport:

1. emergency goods delivery, such as medications, humanitarian aid, perishable goods to the emergency area;
2. industrial products and food, the most valuable cargo, and mail delivery to hard-to-get by land and water areas;

3. sufficient aircraft (helicopters) maneuverability together with significant non-stop flight and the shortest air routes compared with the routes of other means of transport.

Another means of transport is *pipeline*. Its features are:

1. low cost together with high traffic capacity, as well as a high degree of goods security;
2. movement low speed (usually no more than 10 kilometers per hour) and inflexibility (transportation is provided between fixed points);
3. narrow range of transportation goods (liquid, gas, emulsion) [3, p. 13].

Besides the variety of means of transport, there is a variety of *cargo transportation models*.

The following *cargo transportation models* are currently available:

- *Unimodal model* involves the use of only one type of transport for delivery of goods to the consumer;
- *Intermodal model* is successive transportation by several means of transport in one and the same loading unit;
 - *Multimodal model* is a modification of intermodal model and differs from it in that one means of transport (e.g. rail) acts as the main carrier, and interacting means of transport are customers paying for its services.
 - *Transmodal model* is based on the transportation technology by different means of transport by the single transport and travel documents;
 - *Amodal model* includes organization of certain routes realized by various means of transport, and is controlled from a single control point [5, p. 87].

There are a number of support services provided in forwarding activities. These services can be divided into *transport, forwarding, logistics, commercial and legal, informational*.

Transportation services include transportation, loading and unloading, storage and terminal operations;

Forwarding services involve cargo preparation for delivery, packaging, labeling, counting, weighing, reception and delivery, assembly and consolidation of large shipment, delivery organization, protection and maintenance of goods in transit, current operations;

Logistics services are coordinated and facilitated the delivery using complex circuits and itineraries involving several modes of transport;

Commercial and legal services are comments and delivery legal support, conflict resolution, registration with governmental and regulatory agencies, missing and lost goods tracing [3, p. 163].

Information services include documentary support of transport and forwarding operations and customers notification about the location and condition of the cargo.

In accordance with international logistics the process of delivery in international trade involves the following operations:

1. transportation of goods from point of production to the internal border points (ports) of the exporting country;
2. international transit or sea transportation from the point of the exporting country to the border point (port) of the importing country (if there is no common land border between these countries);
3. transportation from the border of the importing country to the inner point of consumption goods [2, p. 108].

Transport operations are considered international if they are associated with the movement of foreign trade cargo to foreign countries with respect to the seller and the buyer country transportation route segments (i.e. section B-C is present) (Fig. 1).

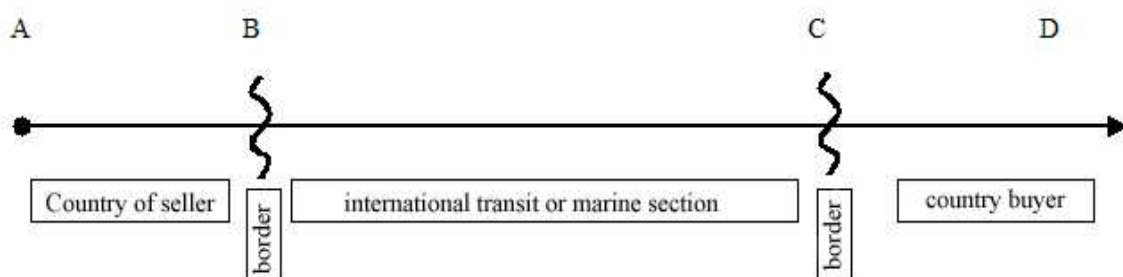


Fig. 1. Cargo movement pattern in the international transport and forwarding process

Source: author's design

Economics

In a broad sense, international freight forwarding services include, in addition to direct transport activities, a variety of related transactions:

- cargo delivery from the warehouse of the sender to the nearest freight terminal;
- loading of goods by main means of transport;
- cargo transfer to other means of transport at intermediate points;
- cargo unloading at the point of destination;
- temporary storage of cargo at intermediate points;
- recompiling shipping documents for the cargo [1].

Thus, in addition to cargo carriers, various economic agents, including freight terminals in the ports and stations are involved in the international freight forwarding process. During international shipments, especially of finished and semi-finished goods, the cargo moves repeatedly sequentially from carriers to terminal operators and from them again to carriers, etc. Subjects responsible for the goods change simultaneously.

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ECONOMIC REGULATION OF FOOTBALL CLUBS IN THE ENGLISH PREMIER LEAGUE

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The article is devoted to the economic regulation of clubs in the English Premier League. The issues of income, wages, investment and net transfers of football clubs in the Premier League are dealt with.

Football has a direct and indirect impact on the global economy. The impact is often extremely significant. The famous financial company Goldman Sachs has published a report, according to which the growth of stock markets in developing countries, whose teams have won the world championship, on average has exceeded the growth of stock markets of countries-losers by 9 – 10% on average since 1966. In turn, the countries, whose teams lost the finals, have suffered damage at their stock market – the indices have decreased by 20 – 25%.

A new study conducted by the Dutch banking group ABN-AMRO has shown that the influence of football victories and defeats on the economy cannot cause a financial crisis or, on the contrary, boom, but it is very significant. The victory in the World Cup final in most cases accelerates the growth rate of gross domestic product (GDP) of the country-winner by 0,7 %. At the same time, the losers, in other words, those teams that dropped out at the preliminary stages of the tournament, usually lose 0,3 % of their GDP. However, this rule has some exceptions: in 1974 and 1978 Germany and Argentina entered a period of economic recession despite the fact that their teams had received the "Golden Goddess". It is curious that the economy of the Netherlands, the unlucky finalist of both Championships, also suffered, but less than the winners [3].

Football economy has a number of restrictions.

Firstly, the World Championships have been held since 1930, but only two continents – Europe and Latin America have produced the champions. Major world economies based in North America, Asia and Australia have not experienced such influence of football. So far only teams from seven countries – Argentina, Brazil, Uruguay, England, Germany, Italy and France have won the world football crown. Due to this fact, the scale of analysis is limited.

Secondly, economists began to analyze the phenomenon of football only in the mid-1990s; most scientific works are devoted to micro- but not macroeconomics. In other words, the influence of football and other popular sports on the economy of some cities has been studied quite well. The theory of sports business has been worked