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PROBLEMS OF TRANSPORT LOGISTICS DEVELOPMENT IN THE REGIONS OF UKRAINE

In today's environment, enterprises as business entities not only produce products, but also perform the functions of material and technical supply of resources and sales of manufactured products. Therefore, the movement of material resources from the primary source to the final consumer should be considered as a single material flow (cargo flow) provided by vehicles. This is the basis on which transport logistics is based.

The industry of motor transport services for economic production is currently undergoing a period of transformation. Along with the existing organizations, newly created market formations are operating. At the same time, organizational forms of transport use - convoys, technology parks, agricultural and district agricultural machinery enterprises, service cooperatives, transport divisions of production infrastructure enterprises, divisions of production enterprises rolling stock of small enterprises - are characterized by different degrees of development and performance results.

The country's problems accumulated over the past decades require a systematic, comprehensive approach to solving them and should be based on the relevant scientific, technical, social and environmental policies of the state. Along with the traditional methods and means used to increase the competitiveness of products and, accordingly, the efficiency of producers, the role and importance of a new business tool for the Ukrainian economy - logistics - is growing.

Transportation logistics deals with the volume of transportation, directions and range of transported goods. The key role of transportation in logistics is explained not only by the large share of transportation costs in the total logistics costs, but also by the fact that without transportation, the very existence of the material flow is impossible.

Transport logistics solves a set of tasks related to the organization of cargo transportation by public transport. The main ones are: selection of the type of vehicle; selection of the type of vehicle; optimization of the transport process during mixed transportation; determination of rational delivery routes; ensuring the technological unity of the transport and warehouse process; coordination of the transport and production process [3].

Transport logistics is based on the concept of integrating transport, supply, production and sales, and is thus closely related to warehousing, production, procurement, distribution and intermediary logistics.

The transport complex is an important factor in ensuring the functioning of material production activities, it creates conditions for successful efficient operation of regions, the formation of transport services markets, the development of which depends on the level of demand of business entities and the population for its services. Stability in the functioning of transport services is ensured by distributing the total volume of transportation between individual modes of transport, depending on the area of the most profitable use of each of them. [7, c.14]. These are the tasks that transport logistics solves. The key role of transportation in logistics is explained not only by the large share of transportation costs in the total logistics costs, but also by the fact that without transportation the very existence of the material flow is impossible.

Transport in the logistics system plays a dual role[6, p.192]: first, it is present as a component or part of the main functional areas of logistics (procurement, production, distribution); second, transport is one of the sectors of the economy in which entrepreneurial activity is also developing: transport offers its products - transport services - on the market of goods and services, for which it receives income and makes a profit.

Transport logistics solves a set of tasks related to the organization of cargo transportation by public transport. The main tasks are: choosing the type and type of vehicle, optimizing the transportation process during intermodal transportation, determining rational delivery routes, ensuring technological unity and the transport and warehouse process, and coordinating the transportation and production process.

When choosing a type of transport, the following factors are taken into account: delivery time; cost of services, frequency of cargo shipments; compliance with the delivery schedule; ability to transport various cargoes; ability to deliver cargo to any point of the territory (Table 1). When locating production, the degree of influence of transport operation is taken into account, which is manifested in the distance of cargo transportation and the ratio of fuel and material assets, on the one hand, to the volume of finished products, on the other.

Table 1

Assessment* of transport modes by their impact factors

Mode of transportation	Factors influencing the choice of transport mode					
	Term. deliveries	Frequency shipments	Observed. schedule of cargo delivery	Transportation of various cargoes	Cargo delivery to any point of the territory	Cost of the transfer
Railway	3	4	3	2	2	1
Automotive	2	2	2	3	1	4
Water	4	5	4	1	4	2
Air	1	3	5	4	3	5
Pipeline	5	1	1	5	5	2

* Unit corresponds to the best value

The development and creation of new transport routes primarily takes into account the geography of future highways in accordance with cargo flows and transportation volumes as the basis for the activities of territorial entities. The regional territorial and industrial complex provides appropriate conditions for the formation and development of its transport system.

The formation of mainline transport is conditioned by the specialization of the region's production complex and external transport and economic ties and depends on the volume of external cargo flows. Intra-district transport meets the needs of the region in internal transport and economic relations arising in the course of production activities of the district, it affects the functioning and integrated development of all types of activities of a particular region

When choosing the location of production and consumption centers, transit costs should be taken into account, which account for a significant percentage of production costs. The amount of transportation costs is an important indicator in choosing a particular type of transport, as well as in the development and creation of new transport routes connecting the production complex with the raw material base and consumers.

In order to avoid irrational transportation of products, production is being rationalized, which helps to optimize the territorial organization of industry and agriculture. Depending on the localization of transportation costs, production is located close to raw materials or to consumers. This process is based on economic feasibility, with preference given to the center of labor concentration and areas where finished products are consumed.

Road and rail transport are in the greatest demand today, as evidenced by the volume of transportation. The technical and economic indicators of each type of transport primarily characterize the different levels of exploitation of the components of the transport sector. Studies have shown an annual growth of up to 3% in demand for rail transport services and up to 7% for road transport. An important role in the choice of transport belongs to the needs of consumers, which translate into transport preferences for modes of communication. However, the demand of transport users is significantly affected by the imperfection of transport tariff policy, the constant growth of transportation prices, and the need to renew its rolling stock.



**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ**



**КАФЕДРА МАРКЕТИНГУ ТА МІЖНАРОДНОЇ
ТОРГІВЛІ**

МАРКЕТИНГ ТА ЛОГІСТИКА В АГРОБІЗНЕСІ

ЗБІРНИК ТЕЗ ДОПОВІДЕЙ

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