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Aidarova A.B.,* Apsenbetova G.T., Beglashova M.A.

candidate of economic sciences, professor, M. Auezov SKU, Shymkent, Kazakhstan

candidate of economic sciences, senior lecturer, M. Auezov SKU, Shymkent, Kazakhstan

master's student, M. Auezov SKU, Shymkent, Kazakhstan

EXPERIENCE IN APPLYING LOGISTICS CONCEPTS AND METHODS AT FOREIGN ENTERPRISES

Author correspondence: ab_moon@mail.ru

Abstract: Currently, the development of logistics in Kazakhstan is based on the laws and principles of the market, the development of logistics and its integration with the enterprise management system reflects the level of development of the market economy.

Using logistics methods, we can achieve the following advantages: demand forecasting and inventory planning based on it, determining the necessary production and transport capacity, developing scientific principles for the distribution of finished products based on optimal material flow management, developing scientific foundations for managing loading processes and transport and warehouse operations at the production point and at consumers, developing options for various mathematical models of the functioning of logistics systems; development of methods for joint planning, supply, production, warehousing, sales and transportation of finished products. Logistics plays a great role as a General economic mechanism and a mechanism that ensures the socio-economic efficiency of production.

The article discusses the experience of using important elements and methods of logistics concepts in foreign enterprises.

Key words: Enterprise, Logistics, foreign, experience, concept

Introduction. In the address to the people of Kazakhstan «Kazakhstan's way - 2050: common goal, common interests, common future», the head of state noted that «our main goal is to make Kazakhstan one of the 30 most developed countries. He noted that the project «Mangilik Kazakhstan» is a perfect image of a new era in the history of the country. «The concept of joining the number of developed countries in the world defines long-term priorities for further work. One of these priorities is the development of transport infrastructure in Kazakhstan, including the logistics service sector[1].

In the world economic system, Transport Logistics has reached the following level, that is, it is defined as market-oriented methods of planning, forming and growing cargo flows with minimal losses in all logistics chains. Today, the growth of the economy is facilitated by the formation of an integrated transport logistics system, which includes both private entrepreneurship and regions and countries as a whole[2].

In economically developed countries, Transport Logistics is an integral part of commodity distribution and distribution systems in the context of an acute competitive struggle for the liquidity market of products. Currently, in Russia, Ukraine, Kazakhstan, the Baltic states and many countries, elements of Transport Logistics are actively introduced into various sectors of the economy. Today, Kazakhstan is growing interest in managing the logistics chain and transport logistics system in the field of production and movement of goods. «Procter and Gamble», «Unilever Central Asia», «Unicommerce», etc. companies have long used transport and logistics links and strategies in their activities. Transport transports goods at the request of its customers, thus using transport tools and new technologies, and consumes a huge amount of resources. In this area, private enterprises independently determine tariffs for Transportation Logistics Management[3]. The tariff scheme is a set sequence for determining the condition of the invoice for cargo transportation. Tariff setting – the amount of payment set by a private transport company for the service performed (Image 1)

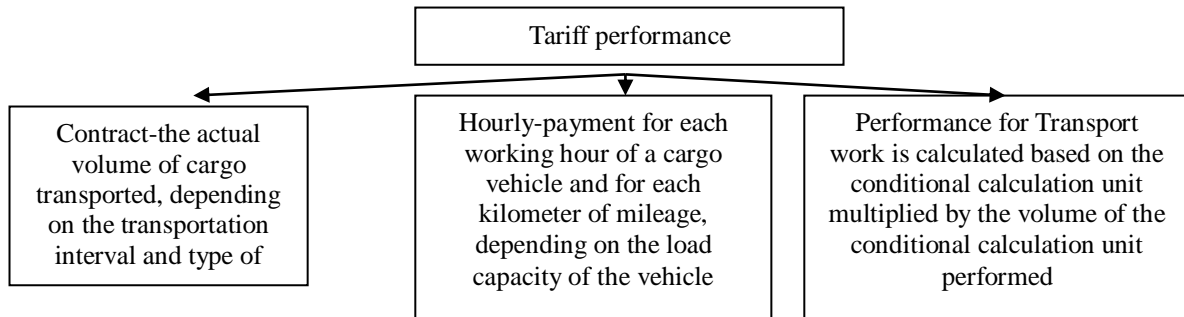


Image 1 - Types of tariff schemes for cargo transportation

The importance of transport in the delivery of goods from the manufacturer to the buyer is described, it should also be noted that the transport logistics system classifies the following functional areas: production logistics, distribution logistics, inventory management, information logistics, warehouse logistics, liquid logistics, buyer logistics. Let's note the description of each of them separately[4].

The concept of logistics is a system of appropriate approaches to improving economic activities by optimizing material flows. The main, constructive principle on which material flow management is built is the regularity principle. It represents the conduct, organization, storage, production, sale and transportation of purchases as a single process Process[5]. Material flows in the economy arise as a result of the activities of many participants, each of which has its own goals. If the participants jointly coordinate their actions in order to rationalize the object of management-internal material flows-then all of them will receive a significant economic gain. Rationalization of material flows is possible only within the framework of one enterprise or its division. But the maximum effect can only be obtained on the way from the first source of raw materials to the final consumer, optimizing the flow of aggregate material or optimizing its individual significant sections. But all the links of the material-conducting circuits, that is, all the elements of the macrologistic and micrologistic systems, must work as a single built mechanism. To solve this problem, it is necessary to take a systematic approach to the choice of equipment, the design of coordinated technological processes at different sites where the material moves, the issues of combining conflicting economic interests and other issues related to the organization of material flows[6].

The issues of systematic approach to material flow management will be discussed in detail below. The issues of proper placement of production units in countries where raw materials and labor are low, optimization of the location and structure of the warehouse economy, reduction of logistics costs of corporations due to the correct methods of transportation of raw materials, parts and finished products, the organization of spare parts and logistics service were considered[7].

In recent years, due to the development of market Relations, a new scientific and practical trend called Logistics has emerged and is actively developing. All this is due to the fact that the logistics route develops in the economies of capitalist countries and gives significant results. Logistics has become a business tool for many corporations, such as IBM, Proctor&Gamble, General Motors, Ford Motors, Johnson&Johnson.

Western experts and scientists have developed many logistics concepts that are effective, give an advantage over competitors, and are widely used in many enterprises. The following concepts allow domestic enterprises to work more productively and efficiently.

The most common micrologistic concept in the world is the concept of «just-eye-time» – JIT («exact time»). This concept appeared in the late 1950s, when the Japanese company Toyota Motors and other Japanese automotive companies began actively implementing the Kanban micrologic system. The name «Just-eye-time» was later given to this concept by the Americans, who also used this method in the production of automobiles. The first goal of the JIT concept is

not to hold stocks of material, parts and semi — finished products in the production process of car assembly. The initial order was as follows: if the production schedule is given, then it is necessary to organize the movement of material flows in such a way that all materials, parts, semi-finished products are delivered in the right volume, in the right place and at the exact time of production of the finished product. In this case, the insurance funds became unnecessary.

Taking into account the wide development of JIT in various areas of modern business, the following definition can be given to it: “JIT is a modern concept of building logistics systems in production, supply and distribution based on the synchronization of the supply process of material resources, semi - finished products, finished products at the right time, in the required amount, with the aim of minimizing the costs associated with the fund” the concept of JIT is closely related to the logistics cycle and its components, which we discussed in the previous section. The logistics concept of JIT is characterized by the following main properties: minimal reserves of material resources, semi-finished products, reproduction; short production cycles; small-volume production of finished products and replenishment of inventory; interaction with reliable suppliers, carriers for the purchase of material resources; effective information support; reliable technologies, telecommunications systems are required for the effective implementation of JIT[8] (Table 1).

<u>Factors</u>	<u>JIT method</u>	<u>Traditional method</u>
<u>Funds</u>	Liabilities. All efforts should be directed to its destruction. There are no insurance funds.	Assets. Protects production from forecasting errors and distrust of the supplier. “Insurance” of most of the funds.
Inventory size, number of purchases of materials and resources	The amount reflects only the current need. The minimum number of material resources applies to both the manufacturer and the supplier.	The number of stocks is determined by the cost-effective amount. Changes in inventory are not taken into account when selling costs change, when moving to a small number of finished products or material resources.
<u>Conducting</u>	High privilege. Control of demand changes by quickly reorganizing the tool. <u>The desire to produce small batches of finished products.</u>	Lower priority. The usual goal is to maximize the volume of finished products.
Stocks of semi-finished products	Elimination of stocks of semi-finished products. If there are stocks between production units, then it is necessary to mark them and eliminate them as soon as possible.	Necessary element. Semi-finished products are used in structural divisions, being the basis of production technological cycles.
<u>Suppliers</u>	They are considered as production partners. Communicate only with trusted suppliers. There are not many suppliers.	A long professional relationship is established with suppliers. There are a large number of suppliers, and artificial competition is established between them.
<u>Quality</u>	The goal is to eliminate the defect. If the quality is not 100%, then production and distribution are not efficient enough.	Less defects are allowed. Quality control of finished products is carried out voluntarily.
<u>Staff</u>	Requires coordination of actions of employees, as well as management personnel. <u>You can't make changes without consent.</u>	Management is carried out by General Management. The changes are not related to lower-level personnel.

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The production of finished products in small batches in a relatively short production cycle stimulates the cycle of supply of material resources associated with them. In theory, the ideal order size for the basic JIT system is one unit, but this is not implemented due to the problem of sales costs and orders.

Logistics systems that use the JIT ideology are traction systems. In this case, orders for replenishment are made only when the reserves reach their peak at a certain link. Stocks are «stretched» in a system of separation of material resources from suppliers or logistics intermediaries through individual distribution channels. In the concept of JIT, demand is

obtained, which determines the subsequent movement of important raw materials, materials, parts, semi-finished products and finished products[9].

Quality occupies an important place in the practical implementation of the concept of JIT. Japanese automotive companies have changed the methods of quality management and control at all stages of the production process and the quality of subsequent service by introducing the concept of JIT and the Kanban micrologistic system. In the final result, it has become a TQM - general quality management - philosophy that puts quality at the forefront of all strategic and tactical goals of the firm. The concept of JIT affects the maintenance and control of the quality level within all components of logistics.

Conclusions. As foreign experience shows, logistics occupies a strategically important place in modern business. It is no coincidence that many professionals who have achieved success in this field move to higher positions in the management of the company. Currently, the traditional functional areas of logistics in advanced firms are united on the basis of a common information and computer platform, creating a strategic innovation (innovation) system. Activities in the field of logistics are multifaceted. It includes the management of Transport, Warehouse Management, inventory, personnel, Organization of Information Systems, commercial activities, etc.

The novelty of the logistics approach is the main interconnection. The purpose of the logistics method is continuous management of material flows.

Material flow management has always been an important aspect of economic activity. At the same time, the most important elements of the concept of the market of Kazakhstan are: proper organization of production; general control over the quality at all stages of the production process and the quality of source material resources in suppliers; cooperation only with reliable suppliers and carriers; high professional responsibility of all personnel and high labor morale.

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Түйін: Қазіргі таңда Қазақстандағы логистиканың дамуы нарық заңдары мен қағидаларынан туындағандай логистиканы игеру және оны кәсіпорындағы басқару жүйесімен бірігуі нарықтық экономиканың даму деңгейін көрсетеді. Логистикалық әдістерді қолдана отырып төмендегі артықшылықтарға жете аламыз: сұранысты болжамдау және соның негізінде қорларды жоспарлау, өндіріс пен көліктің қажетті қуаттылығын анықтау, материалды ағымдарды оңтайлы басқару негізінде дайын өнімді бөлудің ғылыми қағидаларын жасау, өндіріс пунктінде және тұтынушылардағы тиеу үрдістерін және тасымалдау - қоймалау операцияларын басқарудың ғылыми негіздерін жасау, логистикалық жүйелердің қызмет етулерінің түрлі математикалық модельдерінің варианттарын құру; дайын өнімдерді бірлесіп жоспарлаудың, жабдықтаудың, өндірістің, қоймалаудың, өткізудің және тасымалдаудың әдістерін жасау. Өндірістің әлеуметтік-

экономикалық тиімділігін камтамасыз ететін жалпы экономикалық құбылыс пен тегік ретіндегі логистиканың рөлі өте зор. Мақалада шетел кәсіпорындарында логистикалық тұжырымдамалардың маңызды элементтері мен әдістерді қолдану тәжірибесі қарастырылған.

Кілт сөздер: кәсіпорын, логистика, шетелдік тәжірибе, тұжырымдама

Аннотация: В настоящее время развитие логистики в Казахстане основывается на законах и принципах рынка, развитие логистики и ее интеграция с системой управления предприятием отражает уровень развития рыночной экономики.

Используя логистические методы, мы можем достичь следующих преимуществ: прогнозирование спроса и планирование на его основе запасов, определение необходимой мощности производства и транспорта, разработка научных принципов распределения готовой продукции на основе оптимального управления материальными потоками, разработка научных основ управления погрузочными процессами и транспортно-складскими операциями на производственном пункте и у потребителей, разработка вариантов различных математических моделей функционирования логистических систем; разработка методов совместного планирования, снабжения, производства, складирования, реализации и транспортировки готовой продукции. Велика роль логистики как общеэкономического механизма и механизма, обеспечивающего социально-экономическую эффективность производства. В статье рассматривается опыт использования важных элементов и методов логистических концепций в зарубежных предприятиях.

Ключевые слова: предприятие, логистика, зарубежный опыт, концепция