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GENERAL PROVISIONS AND PRINCIPLES OF LOGISTICS ACTIVITIES OF AGRICULTURAL ENTERPRISES

Student – Liora A.A., 20 mo, 4 year, TSF
Scientific superviser - Zakharyeva L.V, RhD in Pedagogy
EI «Belarusian State Agrarian Technical University», Minsk, the Republic of Belarus

Abstract. The article deals with the matter of general principles of logistics activities of agricultural enterprises. It is shown that logistics activities focuses on facilitating the needs of customers and are driven by management to keep profits up, costs down and the highest level of customer service.

Keywords: logistics, logistics activities, general principles, agricultural enterprise

Logistics is generally the detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. The resources managed in logistics may include tangible goods such as materials, equipment, and supplies, as well as food and other consumable items. The logistics of physical items usually involves the integration of information flow, materials handling, production, packaging, inventory, transportation, warehousing, and often security.

Most modern experts are inclined to consider the logistics (and the basic principles of logistics) as the science of the basic principles of management of material and information flows in order to minimize costs, designed to ensure maximum satisfaction of consumer needs. This function is logistical bases of management of various processes in the agricultural enterprise.

The main purpose of the logistics of agricultural enterprises is to bring material resources to specific production enterprises in a pre-determined contract place of consumption.

The principles of logistics activities of agricultural enterprises are the following:

1. *System approach.* According to this principle, all elements of the logistics system are considered as interrelated and interacting to achieve a single management goal. A distinctive feature of the system approach is the optimization of the functioning of not the individual elements, but the whole system as a whole.

2. *The principle of general logistics costs.* It is aimed at the need to take into account the whole set of management costs of the main and associated flows in the logistics system. The criterion of logistical costs minimum is considered one of the basic at optimization of resources in logistical system.

3. *The principle of global optimization.* When optimizing the structure in the created logistics system, it is necessary to reconcile the local goals of the functioning of individual links and system elements to achieve a global optimum.

4. *The principle of logistic coordination and integration.* This principle assumes the achievement of a coherent, integral participation of all links and elements of the logistics system in the flow control when implementing the objective function.

5. *The principle of modeling and information-computer support.* In accordance with this principle, various models are widely used in the analysis, synthesis and optimization of objects and processes in the logistics system and chains: mathematical, graphic, physical, imitative, etc.

6. *The principle of allocating a complex of subsystems.* It provides the process of logistics management: technical, economic, organizational, legal, personnel, environmental, etc.

7. *The principle of integrated quality management* This principle is to ensure the reliability of the functioning and high quality of each link of the logistics system to ensure the overall quality of goods and services delivered to consumers.

8. *The principle of humanization of all functions and technological solutions.* This means compliance with environmental requirements for environmental protection and ergonomic, social, ethical requirements for personnel work, etc.

9. *The principle of sustainability and adaptability.* The logistics system must be resistant to deviations of parameters and environmental factors (for example, to fluctuations in demand, changes in supply conditions, transport tariffs or warehouse operations). With significant fluctuations in the stochastic factors of the external environment, the logistics system must quickly adapt to new conditions, changing the program of operation, parameters and optimization criteria.

In conclusion it should be noted that each principle is essential in supporting demand and applies equally in exceeding the expectations of customers. The principles of logistics are a very effective tool for materials management and can be considered as an instrumental model to transform the objective, the reality of the cash, and the current state of affairs (things) in the desired state to achieve the desired goal (granted).

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