

TENDENCIES IN INTEGRATION OF WHOLESALE DISTRIBUTORS IN THE LOGISTIC SERVICE SPHERE

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Nowadays integrated systems act as the most competitive forms of wholesale distributors' existence on the market. Various integration tendencies in the service sphere are viewed, such as integration with partners, inclusion of partners into integration, integration on the basis of cooperation with suppliers.

Wholesale company integration with other participants of physical distribution will allow to reduce costs and to increase enterprise profits, to reduce the time of logistic circle, to improve the service quality. Today integrated systems are considered to be the most competitive forms of wholesale distributors' presence on the market. By accumulating distributed separate goods resources of separate producers a wholesale enterprise has an ability to form a product assortment and provide a retail enterprise in accordance with local market demands and specifics. Wholesale distributors in market conditions solve the problems connected with market organization, since it is directly connected with the producer and consumer. It is exactly wholesale distributors that keep informed about demand and offer, tendencies in their development, and so has a possibility to estimate market conjecture, to form product proposal at consumer market in accordance with demand volume and structure.

In fact, both integration with retail (the most widespread phenomenon) and wholesale associations formation can be regarded as a wholesale development tendency.

In the process of forming of logistic service integrated system the following forms of logistic integration can be singled out. On the level of separate enterprise - micro-logistic integration that presupposes the forming of service management integrated system within the scope of an enterprise. Such integration stimulates the growth of wholesale enterprise income at the expense of providing service improvement and cost reduction at the expense of quality and quantity optimization of providing services. Integrated system of service created on the level of a territorial and administrative entity is called mesa-logistic integration. Such ten-

dencies can be traced here horizontal integration - the forming of wholesale companies-competitors service system forming, vertical integration that presupposes logistic service amalgamation in the sphere of service of enterprises of various physical distribution levels. Macrologistic integration is an integrated service system of national level.

Integration in the service sphere allows to solve the following tasks: to coordinate the work connected with providing consumers with service, to shorten the time of executing an order, to increase the quality of service, to reduce costs of executing an order for consumers.

All the possible integration tendencies in the sphere of service are considered then.

The first type of integration - integration with partners. Within the scope of this type of integration the creation of a more complex, diverse product that can satisfy the needs of various market segments is analyzed. The formation of integrated service system with partners can be implemented in different ways. For instance, the inclusion of partners which participation is believed to be economically inevitable (for example, transport organizations in the absence of company's own transport). This structure type usually doesn't cause the occurrence of new organizational structures.

Integration structure formation with enterprises and related branches organizations. In such a case the aim of an integrated system is oriented at the use of competitive advantages that its participants possess of in the sphere of its basic activities.

Versatile integrated service structures, which include the organization of various branches. The structures of this type are created for major projects implementation, which have geopolitical meaning for a country and a region.

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The second type of such a classification covers the inclusion of these clients. The aim of this integration is stable sales achievement, more active client solicitation to the complex development of useful services for them, to the estimation of services quality. The development of long-term cooperation plans and more precise forecasting of organization development perspectives are considered to be the most important results of such a union.

The third type of integrated system of logistic service provision is based on interaction with

suppliers. Such a structure will make it possible to reduce suppliers' expenses by means of optimization of logistic physical distribution schemes.

The fourth type of forming of integrated system of logistic service provision includes 3 previous variants, i.e. integration with partners, clients, suppliers.

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