

## THE FORMATION OF LOGISTIC INFRASTRUCTURE OF THE OMSK REGION

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**Keywords:** logistic infrastructure, the Omsk region, logistical middleman, logistical system, producer goods wholesale, trade inventory, logistical costs, transportation costs, quality.

The article disclosed overall economic conditions and characteristics of the Omsk region, affecting the process of building logistics infrastructure. Submitted are graphic models of regional logistics infrastructure, consisting of a set of elements. Finally, there is a proposal to use an integrated approach in forming a regional logistics infrastructure.

The formation of regional logistic infrastructure in many respects depends on internal general economic conditions and special features of the social and economic position of region. The positive dynamics of basic economic indicators represented in table 1, they attest to the fact that in Omsk region the all-Russian trends of development are repeated: a steady increase in the retail commodity turnover and in the public nutrition, volume of paid services; an increase in the expenditures of population for the purchase of goods and services, average per capita incomes of the population.

The consumer market for Omsk region is characterized by the high level of commodity saturation and by the wide spectrum of services. In this case the revolution of retail trade to 70% is formed with commercial organizations and individual owners, who achieve activity in the stationary trade. The development of retail trade is characterized by the scale propagation of the contemporary

Enterprises: supermarkets ("Geomart", "Metro Cash&Carry", "Baucenter", "Continent"), the commercial houses: houses: "Triumph", "Cascade", "Orange", "Herzen-Plaza" and others.

It is necessary to note that Omsk region is in the centre of an extensive territory of Russia on the intersection of the most important communications (railroad, water, automobile, avia-

tion), which connect the European and Asian parts of the continent, and also the north of West Siberia and central Asia, that is its basis for its economic, social and cultural development. The prospects for an increase in the economy of region in many respects depend on the state of commercial and economic connections both with the Russian regions and with foreign countries. Furthermore, the development of the noneconomic activity of enterprises and organizations of Omsk region is today determined not only economic potential of region, by state of the economy of Russia, by situation of world markets, but also by logistic infrastructure of region.

However, now the consumer market remains in a difficult situation, which is caused by low-quality goods. Thus, in 2005 and 2006 were rejected and reduced in grade from the inspected number of most of the food and non-food items, including: poultry meat, flour, vegetable oil, perfume and cosmetic products, garments and knitwear, shoes and other items submitted to table 2.

One of the reasons for that product quality is of presence in the consumer market full of modern wholesale level, able to monitor the quality of goods at the time of their revenue from manufacturing companies and importers.

A large number of small whole sale companies does not have the necessary conditions

Table 1

Indicators of consumer market development of the Omsk region

Indicators	2001 г.	2002 г.	2003 г.	2004 г.	2005 г.	2006 г.	2007 г.
Retail Someone varooborot, mln	30663,8	41789,4	54271,5	66507,5	83375,0	101514,1	129470,2
Paid services to the population, mln	8214,8	11641,1	15165,9	18410,0	24106,7	30716,7	36944,6
Catering, mln.	1450,8	1737,5	2352,5	3095,0	3863,0	-	-
The total cost of on-Kupko goods and services, mln.	40329.4	55177.0	71665.2	88334.1	110660.7	-	-
Per capita cash to cost people rub. Monthly	-	-	4512.5	5427.1	6916.1	8993.3	11132.5

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Table 2

The quality of goods produced in the consumer market Omsk Region for 2005-2006

Product	units of measurement	2005			2006		
		Inspected	Rejected	%	Inspected	Rejected	%
Meat	T	21,1	9,1	43,1	9,8	2,3	23,5
Poultry	T	8,8	5,4	61,3	9,1	2,1	23
Bagging of Delia and kopche of the	T	8,7	1,64	18,8	13,9	1,9	13,7
Fish, fish products and herring	T	10,3	5,8	56,3	8,0	4,1	51,2
Flour	T	37,0	36,1	97,6	4,8	3,6	75,0
Yeast	T	2,3	1,4	60,9	6,1	23	37,7
Oil slivochnoe	T	1,1	0,3	27,2	2,6	0,8	30,3

and the expertise to the beginning of the work, in many ways the problem of product quality.

A major shortcoming of the current product in the region are high transport costs due to the availability of commodity distribution network in a significant number of small brokers, most of which is, are neither institutionalized nor technologically feasible.

To date, wholesale businesses represented in the region have a weak logistical base, with wear and tear of basic production funds reaching 65-85% . In its current state, 'bulk' lags behind the requirements of retailers and manufacturers.

In the region there is a lack of multimodal transport and logistics centre (MTLTS) to coordinate the cooperation of all parties to transport and logistic systems - products of the manufacturers,

carriers, freight forwarders, and trade brokers, banking institutions, insurance companies, service industries and some others. In order to form effective functioning and development of the logistics infrastructure of Omsk region useful partnerships and mutually beneficial relations with the actors and logistics systems, formed on the territory of Trans-Baikal and the Siberian Federal District, as well as organization of strategic interaction with international and federal pro program in the field of logistics.

Thus, the further development of the economy Omsk region should co-transmit the formation of a regional logistics infrastructure. Regional logistics infrastructure and its components must be ahead in its development, all other sectors of the economy and social sphere region. Otherwise backward lo-

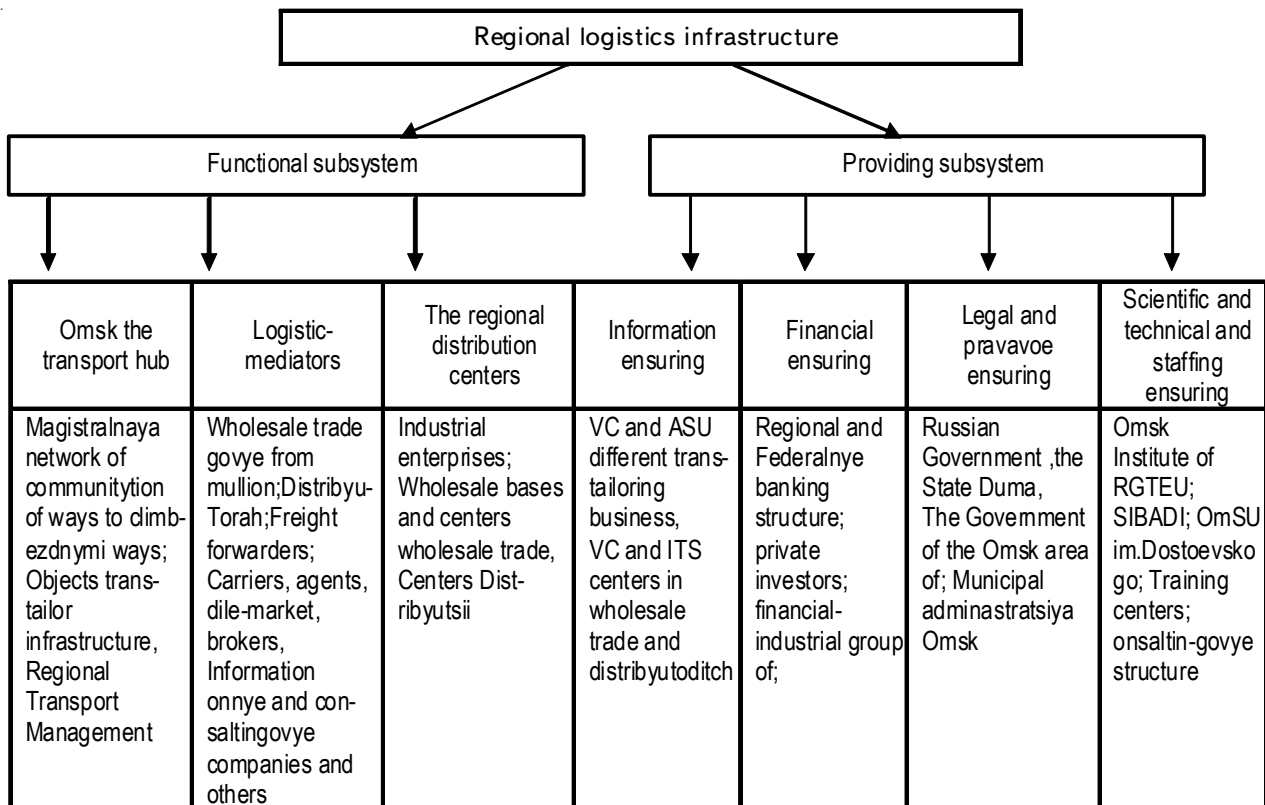


Fig. Elements of the proposed logistics infrastructure Omsk region

gistics infrastructure will hinder the development of the region on the whole. Figure provides an overview graphic model of the main elements proposed to create a logistics infrastructure of Omsk region. This model includes a set of elements, combined in the two sub-systems: functional and secure. In turn, functional subsystem consists of three interrelated elements:

- ◆ Omsk transport hub, providing entrances and exits from the region of various goods, trunk and local transport of goods and delivering them to consumers;

- ◆ Logistics intermediaries, organizers of goods and commodities of the region and beyond;

- ◆ Regional distribution centers, which is coordination and interaction modes of transport, the concentration of traffic, their distribution to areas of transport and groups customers.

To ensure the system serves both support and integrate functions include elements of individual sub-projects Market:

- ◆ Computing and information centers, transport organizations, wholesale trade centers, terminal facilities, etc., in general, presented Integrated Regional Information System;

- ◆ Regional and federal banking structure, financial-industrial groups, private investors, etc.

- ◆ higher education institutions engaged in training professionals in the field of logistics, training centers, organizing workshops and training in logistics, consulting structure - they all define the scientific, technical and staffing for the regional logistics infrastructure;

- ◆ Federal and regional authorities, local authorities, as well as the licensing and certification, providing the first state support and regulation in the product on the territory of the region.

A special place in the emerging logistics infrastructure of the Omsk region is for logistics intermediaries or providers of logistics services. Depending on the level of integration and coordination of logistics activities they are to differentiate into several classes or categories.

Currently, the regional market is dominated by niche-governmental logistics operators, who provide some services such as: transportation, storage, handling, logistics, cargo insurance. At this market segment are about 50 trans-tailors companies, most often they specialize in certain types of transport and traffic directions.

In addition, the regional market is about 10 organizations, providing services for storing, as

well as performing certain operations associated with this process: handling, labeling, IAN-forging, sorting, shipping and forwarding to the city and area and etc.

However spontaneous, the uncoordinated development of disparate subjects of infrastructure in the region exacerbates the isolation of economic structures. This confirms the need for an integrated approach to mechanisms for the integration of trade, transportation and warehousing in the region of the integrated system product.

An integrated approach to the formation of an integrated logistics infrastructure of Omsk region will provide:

- ◆ The use of tools of logistics in the context of federal and regional legal frameworks;

- ◆ promoting an increase in the number of companies that have a variety of lo-gistic services;

- ◆ optimal combination of tools for micro-and Macrologistics;

- ◆ availability of skilled professionals in government, the area providing the necessary knowledge and skills in the field of logistics;

- ◆ reducing transport costs for companies operating in the region by 10-20%;

- ◆ Reducing the cost of loading and unloading and storage of tangible products at 15-30%;

- ◆ reducing overall logistics costs of 18-35%;

- ◆ optimization of resources and stocks of finished products 50%;

- ◆ accelerating trade while reducing total cost of distribution;

- ◆ Improving the efficiency of the transport complex Omsk region;

- ◆ influx of investment in infrastructure development, increase business and the region's productive potential.

Summarizing the above, it should be noted that the formation of course the use and development of an integrated logistics infrastructure in the region will be accompanied by a positive effect, which manifests itself in such sectors of regional economies, such as: construction, wholesale and foreign trade, banking and industrial maintenance, production equipment of, the development of a regional market for goods and services, information and telecommunications systems and, ultimately - to increase by the gross regional product.

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