

## THE PROGRESS OF LOGISTICS IN THE MARKET OF CAR-MANUFACTURERS

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The article is devoted to increasing the role of logistics in motor-car construction branch. By the example of Izhevskiy automobile plant, the author considers basic opportunities of using logistics in Russian carmakers activity.

The article presents logistic approaches of managing the manufacturing complex. Special attention is devoted to store control technology. The author examines the store control technology of Izhevskiy automobile plant and its details.

According to the opinion of some experts, today we can speak about the change of economical formations. If the first formation was the time of mass production, the new one is the time of economical production.

One of the factors determining production logistic at Izhevskiy automobile plant is – assembling 6 cars at the same assembly line. What is the store control technology and what does logistics mean in this case?

The store control of such big enterprise as Izhevskiy automobile plant is a complicated process which depends on a number of motoring characteristics and a lot of different external factors. The main feature of this plant's production is a synchronous assembling of six different motor cars at an only functioning production line. The joint-stock company "Iz-Auto" created its own store control technology used for achieving of two basic goals:

- ◆ to provide the plant with the sufficient spare set necessary for the "VAZ" assembling.
- ◆ to provide the system with the spare set for the guarantee and after-guarantee car service.

First of all, the specialists forecast the situation at car-market. It is necessary to know the macroenvironment and the region particularities. They determine the demand for cars and the approximate costs for spare parts next year.

Then the plan is adjusted taking to account seasonal prevalence, colour range and price-policy.

Plant budget and its basic financial indices are determined on the base of the recommendations of marketing, commercial and service departments.

If there is budget deficit, financial analytics will search for reserves that can improve financial indices.

As soon as all parts of the plan will be taken in account, the specialists will evaluate production possibilities for the necessary amount of cars.

Then this plan is approved or corrected.

In accordance with the plan the plant works with its providers. The spares come to store-house and are given for production when it is necessary. The ready-made cars are sent to dealers due to the quotas.

In the end of the quarter the sales are analysed.

The forecast and budget-planning are based on financial indices. If the capacity of any market part is underestimated, the plan can produce more cars and avoid the deficit. But if market capacity is overcharged, the plant will lose considerable sums of money.

So the function of technology is the system "marketing – finances - logistics". The main preferences of the technology are its flexibility and the product adaptation possibilities.

The flexibility means that it is possible to provide the production needs in a broad scope.

When it is necessary the plant can considerably increase the output of the cars without changing its store control technology.

This means the product adaptation possibilities.

The disadvantage of this technology is that can't it eliminate the problems between logistics parts. The problems are caused by the contradictions between the production and sale structure and the ways of improving store control improvement.

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