

FORMING THE STRATEGY OF MATERIAL RESOURCES MANAGEMENT

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The paper considers the process of strategic planning of the rational use of material resources. Logistic targets and strategies are developed, their decomposition is made. The characteristic of outsourcing strategies as well as integration in delivery chains is given.

Most foreign and national scientists think that the global logistic target is the optimization of the parameters of economic flows from the sources of raw materials to the final consumer.

Logistic strategy is a long-term, high-quality trend in logistic development, influencing the forms and means of its implementation in a company, inter-functional and intercompany coordination and integration formed by company top management in accordance with corporate targets.

Logistic strategies are formed on the basis of minimizing or maximizing the only key index, for example general logistic costs. In most cases, the higher the demands of consumers to the quality of logistic service are, the higher the logistic costs providing this level will be.

Among the most popular logistic strategies we have the "lean" strategy, dynamic strategy and the strategy based on strategic alliances.

"Lean" strategy is based on the principal of cost management, producing the same goods as the competitors, but cheaper. The target of "lean" strategy is to accomplish each operation using fewer resources: people, space, stock, equipment, time and etc.

The target of the dynamic strategy is to provide high quality service, quickly reacting to new surroundings.

The target of the strategy of forming the alliances with supplies and consumers is to increase the efficiency of delivery chains, when all its members work together and receive the profit from long-term cooperation.

The global strategy of company logistics is the minimization of general logistic costs (current and single) in absolute and relative expression for the unit of output or service.

We can conclude that outside the limits of logistic approach the principals, targets and strategies of logistics the problems of rational and optimal use of material resources cannot be solved at present scientific level.

The problem of choosing the strategic directions of the rational use of material resources for the "AVTOVAZ" JSC is based on the analysis of material and stock capacity of products. Due to the results of conducted analysis special attention is paid to the outsourcing of components production, its share has increased production prime costs from 49.00 to 54.00% in the period 2004-2009, and material costs (without amortization) from 71.2 to 74.8%.

The development of industrial outsourcing should be expanded by logistic outsourcing of not only suppliers' production but system integrity of their module assemblage. The change to the collaboration with system integrators will lead to the situation when suppliers will be responsible for the quality of the whole block. Besides, it will make it possible for the plant to unload its assembling capacity. Therefore, the strategy of logistic outsourcing of module assemblage of components continues its production outsourcing. The economic effect of logistic outsourcing of module assembly is in relieving the industrial capacity of the company, decreasing its investment and engineering load.

Today in its delivery strategy "AVTOVAZ" JSC is targeted at the partners that do not only deliver but develop the components, have the necessary tools for innovative production of components.

However, the development of logistic outsourcing of collecting the auto component module sets of one function is a more innovative managerial decision than their industrial outsourcing. It provides a significant economy of the aggregated costs and the growth of company competitiveness in the situation of the global economic crisis.

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