

## INTEGRATED LOGISTICS BASES FORMATION AS AN EFFECTIVE TOOL OF ENTERPRISE MANAGEMENT

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The basic forms of logistics integration at the enterprises are considered. The basic obstacles (barriers) are revealed in integration of logistical kinds of activity.

Modern enterprises, irrespective of patterns of ownership, sizes and types of implementable production (services), functions in the conditions of dynamically changing external environment that are oriented to managing subjects on constant search and implementation of adequate tools, methods and control facilities are observed in the article. For today one of the effective management tools of enterprises are creation and application of the integrated logistical systems that allow to provide a uniform chain of processes of value creation, to maximize profit and to reduce expenses.

Logistics integration can be considered in two directions: internal integration (integration of interiors of activity, processes) and exterior integration (integration from a customer to the supplier).

An exterior integration is an integration between exterior links of deliveries circuit. Such integration is carried out between several enterprises, whereas value creations are included in a circuit. It is possible to state that exterior integration is a process of joining activities of the various enterprises for the purpose of efficiency increase in their joint functioning at the expense of optimization of teamwork parameters at implementation of the functional stream processes.

Logistics internal integration should be considered together with the processes and the phenomena flowing in the organizations. Ordinarily, there are hindrances of internal integration, barriers of which are connected:

- ◆ with singularities of an organization structure of control;
- ◆ with distinctions in systems of results estimation of activity of processes and structural subdividings;
- ◆ with different stores formation methods;
- ◆ with applied information technologies;

◆ with used methods and media of exchange knowledge and the information etc.

Integration (exterior and internal) can be considered at the level of:

- ◆ integration of systems;
- ◆ integration of activity types;
- ◆ integration of processes;
- ◆ integration of functions;
- ◆ integration of organization structure level.

Let's consider integration levels (exterior, internal).

Among primary activities within the limits of the integrated logistics select are:

- ◆ customer service;
- ◆ storekeeping;
- ◆ order handling;
- ◆ stacking and storage;
- ◆ information support.

Customer service is defined as "the philosophy oriented on a customer, integrating all elements of interaction of a customer concerning in advance certain optimal packet of expenditures and services, controlling this interaction". The activity purpose of customer service is the satisfaction of its needs. The product or service in a demanded place, during demanded time, are necessary for a customer at optimal expenditures. To reach the given purpose it is possible to implement the concept of the integrated logistics.

Storekeeping is an essential type of activity of any organization: it is necessary to know, how many means are required for production deliveries in the necessary volume, sufficient as for satisfaction of requests of manufacture, and customers. Thus, it is necessary to support an optimum level of the stores, allowing providing high level of service of customers.

The order received from a customer, launches all logistical process and its driving in action forces to coordinate the types of activity, nec-

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essary for its performance. All component handlings of the order can be divided into three groups:

◆ operational elements: arrival and specification of parameters of the order, its inclusion in the schedule of operations, preparation of production for shipment, design of the accompanying documentation, etc.;

◆ communication elements: order modification, requests about an order state, performance processes monitoring of the order and acceleration of its passage;

◆ credit-and-monetary relations: check of customers credit status, handling of accounts, obtaining of payments.

Speed and accuracy of activities types in the organization, connected with order processing, influences a degree of consumers service. An operation cycle - a key area of interaction of the consumer with the organization, can render a great influence on how the consumer perceives quality of service and by that - on degree of its satisfaction. Integration of such kinds of logistical activity as service of consumers, storekeeping, system of processing of orders, warehousing and storage with enterprise productions allows reducing the general costs, time

of performance of the order, raising satisfaction of the consumer, productivity, eliminates duplication of functions etc.

Thus, in modern conditions the integrated logistics is the effective tool of management of the enterprises as it is directed to the formation of through movement of material, information and other streams for maintenance of interrelation and interaction of functional divisions for the purpose of strategic priorities achievement.

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