



MARKETING LOGISTICS AS A LEADING FACTOR IN IMPROVING THE COMPETITIVENESS OF ENTERPRISES.

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Article history:	Abstract:
Received: March 11 th 2021 Accepted: March 30 th 2021 Published: April 11 ^h 2021	Among the various activities of the company, logistics is often perceived as an extension of marketing. The connections between them are so strong, and the functions are intertwined, that it is sometimes difficult to separate the areas of interest of these two key activities of any business
Keywords: Marketing, business, revolution, concept, product.	

The beginning of the XXI century brought the development of digital technologies on the basis of the information revolution and the processes of economic globalization. Information in the society and business processes has become the main resource. In the hands of a person, it is transformed into knowledge, and socio-economic relations are increasingly transferred to the network space. The key factor of digital transformation in the activities of business entities is the development of digital culture.

Marketing and logistics interact mainly in the system of sales (distribution), and logistics, responsible for the procedures of physical distribution, plays an important role in the organization of sales, for which marketing is responsible.

Marketing logistics is the activity of managing material and information flows as they move from producers to consumers, focused on the needs of consumers.

The goal of the logistics system is to ensure the timely delivery of goods to the right place, in the right quantity in accordance with the needs of consumers, as well as the planned level of service with minimal costs. The main functions of marketing logistics include: order processing, warehousing, and inventory management.

There are 3 strategies for managing inventory:

fixed order – the order quantity is constant;

* fixed interval-orders must follow regularly, and the number of items each time may be different;

One-on-one strategy – a label consisting of two parts is attached to each product. At the time of sale, one half is torn off and sent to the warehouse, the other remains with the seller, and the warehouse, having received the document, replenishes the order in a short time. This strategy allows you to minimize the time spent on accounting operations, and keep inventory at an optimal level.

The concept of marketing is a complex of marketing activities, which is based on the basic views and methods of doing business, which are aimed at achieving the strategic goals of the company: customer satisfaction and profit.

Types of concept	Characteristics
The concept of improving production (the production concept)	The goods are widely distributed and affordable, and therefore the management should focus its efforts on improving production and improving the efficiency of the distribution system.
The concept of product improvement (product concept)	consumers will be interested in products that offer the highest quality, and therefore, the organization should focus its energy on the continuous improvement of the product.
The concept of intensifying commercial efforts (sales) (selling concept)	consumers will not buy the firm's products in sufficient quantities if it does not make sufficient marketing and incentive efforts.
Marketing concept)	The key to achieving the organization's goals is to identify the needs and requirements of the conditional markets and provide the desired satisfaction in ways that are more efficient and more productive than those of competitors.

The concept of social and ethical marketing (societal marketing)	The task of the firm is to identify the needs, needs and interests of the target markets and provide the desired satisfaction in more efficient and more productive ways (than those of competitors), while preserving and strengthening the well-being of the consumer and society as a whole.
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To analyze the relations between logistics and marketing in Western literature, the traditional concept of a marketing complex (mix) "4P" is often used: "price – product – promotion – place" ("price – product – promotion – place") and a complex of correct decisions in logistics "7P". Each field of activity has its own specifics, but the key to success is their close cooperation and support. A clear set of goals and the right choice of 219 ways to solve logistics problems ultimately determine the competitiveness of both the goods produced and the services provided, as well as the competitiveness of the logistics system as a whole and the organizations connected by the supply chain.

In this regard, when considering the impact of the economic characteristics of the links of the logistics system on competitiveness, it is necessary to determine the essence and methods of assessing competitiveness, starting with goods and individual enterprises united by a common structure and intra-structural links, and ending with the logistics system as a whole at the level of the economy of the country and beyond.

Competition — the competitiveness of economic entities, when their independent actions limit the ability of each of them to influence the general conditions of circulation of goods in the corresponding commodity market. Economic entities or groups of persons that carry out their activities independently of competing economic entities and have a decisive influence on the state of competition, hinder access to the relevant market for other economic entities, or otherwise restrict the freedom of their economic activities.

The dominant position in the commodity market is recognized as the position of an economic entity or group of persons whose share of the product (s) is:

- 1) fifty percent or more;
- 2) in the range of thirty-five to fifty percent when the following conditions are established: stability of the economic entity's share in the commodity market for at least one year; the relative size of the shares in the commodity market owned by other economic entities (competitors); opportunities for new economic entities (competitors) to enter this market).

In modern conditions, the achievement of competitive advantages in the service is to provide more services and improve their quality. The high cost of storing inventory, combined with the low cost of transportation, allows many companies to reduce distribution costs by centralizing these stocks. The money saved by reducing the capital tied up in dispersed material stocks offsets the high costs of their rapid delivery by cargo or air transport. Logistics has a great potential for optimizing many processes in the enterprise, such as procurement, production, marketing, and sales organization. It helps to reduce overall costs, through logistics operations (the introduction of discounts, the provision of promotions for finished products).

Marketers must decide on the type of transport: rail, air, road, water, pipeline. The following factors should be taken into account: speed, frequency, reliability, bandwidth, availability, and price. The speed of delivery is provided by air and road transport. The lowest delivery costs are provided by water or pipeline transport. In general, one of the best types of road transport is considered.

Thus, the introduction of modern logistics concepts and systems is one of the most necessary and important strategic ways to increase the competitiveness of domestic business organizations.

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