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MARKETING LOGISTICS IN AGRICULTURAL ENTERPRISES

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This work reveals the essence of combining marketing and logistics activities to create a competitive advantage in managing a competitive enterprise. The mechanism for forming a marketing-oriented interactive logistics system is considered. The interaction of marketing and logistics in the context of the 4Ps of marketing is analyzed.
Analysis of publications. Research.

The issues of the development of modern logistics and logistics organization have been well studied in domestic and foreign literature. The main works devoted to this issue are presented in the works of Aaron Y.A., D.J. Bowersox, J. Johnson, D.J. Closs, D. Lambert, D. Stock, Khodosh M.S., Anikin B.A., Dudar T.G., Hadzhynskiy A.M., Myrotyin L.B., Alexandrova L.A., Goberman I.M., Balabanova L.V., Hryhorak M.Yu., Krykavskiy Ye.V., Oklander M.A., Revutska T.V., Saiun A.O., Sumets O.M., Sitnik M.D., Chukhray N.I., Tulchynskiy L.I., Frolova L.V., and others. The issues of effective organization of enterprise activity based on marketing logistics, aimed at creating a competitive advantage in the supply chain and creating market value for the consumer, are presented in the works of Bachynskiy H.P., Budryn O.H., Omelchenko V.Ya., Plotnikov A.M., Ivanov D.O., Holikova Ye.O., Balabanova L.V., Bilovodska O.A., and others.

The aim of the study is to reveal the separate theoretical and practical actions for effective management of the enterprise through marketing logistics. Additionally, to investigate the so-called "synergy effect" of combining marketing and logistics activities in the supply chain at the enterprise based on a clearly defined market orientation.

Based on the fact that the main criterion for successful activity of any enterprise is profit, it is necessary to pay a lot of attention to building an effective financial scheme of its work. This can be achieved by proper budgeting and implementation of effective measures to reduce various expenses of the enterprise. This does not mean "reducing funding" for various areas of activity, but rather creating modern working methods that effectively influence the "coefficient of useful action" and increase the productivity of the entire enterprise as a whole.

In modern stages of market relations development, logistics is the main tool for optimizing the production of goods and services, creating competitive advantages over other enterprises, both for small and large organizations. This is because effective

management of logistics processes, as mentioned earlier, supports increased productivity, profit, and competitiveness of the enterprise [1].

Logistics activities are diverse and based on managing transportation, warehousing facilities, inventory, organizing information systems, commercial activities, and more. Based on this, logistics is divided into functional areas such as purchasing logistics, sales logistics, trade logistics, production logistics, warehouse and financial logistics, and information logistics.

In modern business, logistics activity is closely intertwined with marketing. The definition of the company's product policy and service planning is resolved by the marketing department, but is carried out jointly with logistics departments. In this case, the main tasks of logistics are to ensure the production of raw materials. Inventory management is carried out in terms of those types of products whose production is justified by marketing [2].

In logistics, the main object of study is the flow - material flow, information flow, financial flow, and so on. The main goal and task of logistics is the need to organize the supply of goods, materials, services, etc. in such a way as to deliver goods (services) desired by the consumer in the desired quality and quantity at the specified time and at the lowest price. On the one hand, logistics influences the adoption of marketing decisions, and on the other hand, it directly participates in the implementation of adopted marketing decisions.

Let's stop for a moment and talk about the functions and tools of marketing, including in the agricultural business. Marketing defines demand based on the "seven marketing questions." At the enterprise level, the marketing department performs functions such as consumer analysis, environmental and market research, product planning, and determining the assortment specialization of production. Marketing functions also include service planning and optimizing market behavior for service sales. Effective use of marketing information is only possible based on the formation of an effective marketing information system, which is formed on modern marketing concepts [3].

The agricultural marketing system includes not only the sphere of production, processing, and product sales but also the resource base of the enterprise. The ultimate goal of marketing is to maximize profit by increasing the sales of industrial goods and services through a targeted sales policy.

The main tools of the policy will be:

- analysis of the structure and size of demand for the product or service among consumer groups;
- development and organization, taking into account the requirements of the classification of the production process of buyers;
- implementation of measures that contribute to improving the quality of consumer goods;
- ensuring the fastest possible delivery of goods to customers;
- use the most efficient and convenient method of transaction, conduct advertising campaigns that contribute to increasing sales.

At the same time, marketing not only focuses on existing needs but also stimulates the emergence of demand for new products, that is, the formation of customer needs. Marketing campaigns are effective in many aspects, determined by timely development of concepts and strategies that encompass all economic processes, and besides sales, also include technical production processes, where each stage of production and consumption affects the level of competitiveness of products and satisfaction of consumer needs. Only under these conditions it is possible to ensure the economic adaptation of the enterprise in the market under conditions of tough competition. The activity of agribusiness anticipates changes in the market situation.

The main focus in marketing is on consumers and their needs. The logic of marketing requires studying the market situation to form a set of interconnected recommendations regarding products, prices, sales, and bringing products to the market [4].

Logistics and marketing are the "synergy" of two important aspects for a company. The concept of marketing logistics directs the company to competitive potential, increases profits, and keeps the company in the public eye among customers. A marketing-based business strategy without considering logistics is not very effective, just as logistics itself, without considering the market situation, becomes ineffective. Logistics contributes to achieving maximum adaptability of the company to the changing market situation with minimal costs, increasing market share, and gaining advantages over competitors. The economic literature often uses the concept of marketing mix [5], or the "seven Ps": "price-product-promotion-place-people-process-physical evidence.

Let's define the object whose needs these principles satisfy. In marketing, this object is the "end consumer". This is a person who uses a product to satisfy their own needs. Logistics has other goals, mostly focused on cost optimization. Therefore, in marketing logistics, it is necessary to identify the end consumer as the object of logistics. These objects are known as logistics consumers. The interaction of marketing and logistics in terms of the 4P's of marketing (price-product-promotion-place), according to [4], is presented in table 1.

Table 1.
Interaction of marketing and logistics in terms of the 4P marketing.

4P marketing	Interaction of marketing and logistics
price	The final price of the product is significantly influenced by the cost of storage, transportation, delivery of raw materials to production, and other logistics-related factors. The level of logistics organization competence should be high enough for the product price to be attractive to end consumers.
production	<p>In production, logistics is involved in the following processes:</p> <ul style="list-style-type: none"> - Delivery of necessary resources to production; - Organizing compliance with the necessary transportation and storage regime for the goods; - Participates in the development of packaging, so it is necessary to coordinate its optimal variant: it should be customer-oriented, attractive and stimulate purchases on the one hand, and meet the requirements for the preservation of the product, convenience of its storage, selection, and packing during transportation, on the other hand; - When updating the product line, logistics participates in determining the sequence of product substitution, determining channels of substitution, and distributing this process among regions.
product promotion	Even a well-organized advertising campaign may not achieve the desired result if advertising materials are not delivered on time, if retail outlets are not provided with sufficient quantities of the advertised product, the demand for which should increase as a result of the advertising campaign. Therefore, logistics is important at the stage of promoting the product.
places of sale	Marketing determines the location, while logistics ensures the delivery of goods to the specified location. It is necessary to coordinate the territories and places of sale, as possible attractive places from a marketing point of view may turn out to be impractical, as there will be a high degree of costs for their logistics or they will require the creation of a new transportation and storage scheme.

To better understand the peculiarities of logistics management, as opposed to traditional management, we will use the concept of logistics management.

The concept of marketing logistics management is customer satisfaction, comprehensive efforts to fulfill orders quickly, and, as a result, company profits. This depends to a large extent on the well-established and efficient work of logistics departments. This concept [4] is presented in Figure 1.

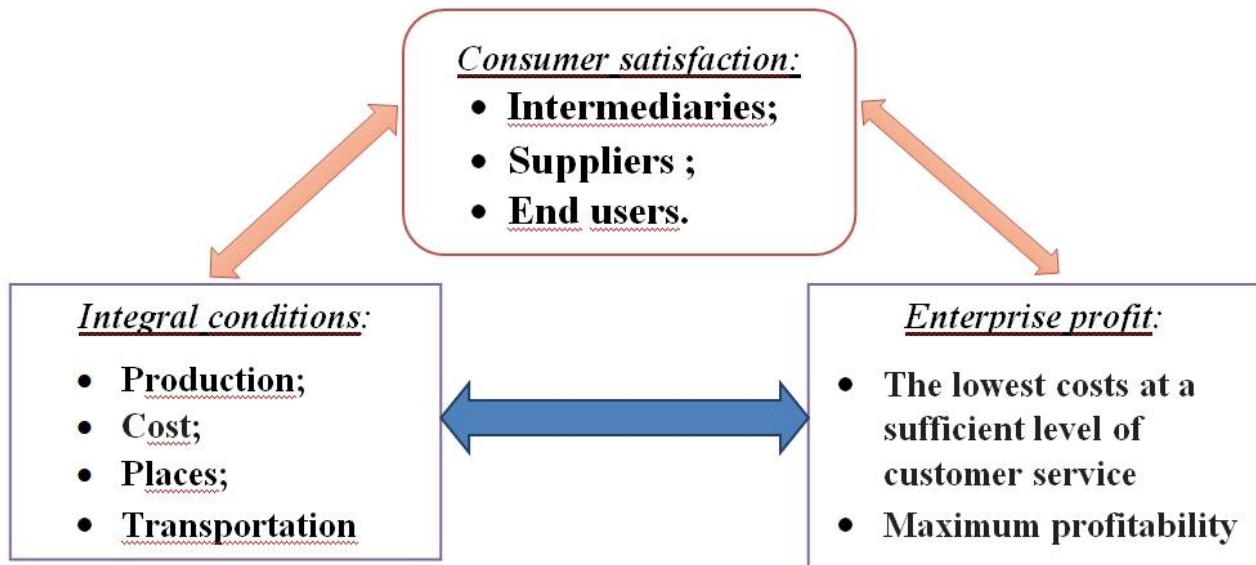


Figure 1 Marketing-logistics management concept

The interaction between marketing and logistics occurs in all operations and actions that a business undertakes during its activity. The result of their organized relationships is the "synergy effect," which is characterized by the achievement of the company's goals through coordinated work in all directions and stages of product development, allowing for the organization of the availability of the necessary product to consumers in the right place and at the right time (the "Just in Time" approach). All of their needs are satisfied. However, in practice, this interaction faces many problems related to certain product characteristics or methods of delivery and transportation of raw materials and other resources. The formation of a marketing-oriented interactive logistics system that meets the opportunities and demands of small businesses becomes one of the most important factors in promoting high results in corporate activities. However, in practice, the interaction between marketing and logistics is often associated with a number of problems and contradictions that reduce both the effect of joint activity and the effect expected from efforts in each of these areas separately. Inconsistency of actions, insufficient information management, and unwillingness to recognize the primary role of one of the areas - all of these and much more become problems of the interaction between marketing and logistics [1].

The mechanism of managing marketing-logistics activities of the enterprise is presented in Table 2.

Table 2.

Mechanism of managing marketing-logistics activities of the enterprise

№	Stage	Tasks	Subjects	Toolkit
I	Conducting research	Analysis of markets	Marketing department	Expert, regression-correlation, matrix and indicator analysis
		Analysis of production		
		Analysis of services		
		Analysis of potential consumers		
		Analysis of competitors		
II	Making a decision on production	Production of parts of component products	Marketing department	Methods of competencies, analysis of hierarchies, decision-making
		Purchase of some components		
III	Determination of sources of material resources	Search for sources of resources	Marketing department	Economic and technological analysis, methods of analysis of hierarchies, decision-making
		Analysis of information about suppliers	Marketing and logistics departments	
		Evaluation of suppliers		
		Selection of suppliers		
IV	Delivery of material resources	Determination of the method of transportation	Department of logistics	Decision-making methods, operations research, prognostic methods
		Choice of vehicles		
		Calculation of traffic routes		
V	Production process	Development of new products	Marketing department	Economic and technological analysis, economic and mathematical modeling, system analysis
		Supply planning	Department of logistics	
		Distribution of material resources		
		Movement of material resources		
VI	Product implementation	Search for product sales markets	Marketing department	Economic-mathematical and simulation modeling, decision-making methods
		Finding distribution channels	Marketing and logistics departments	
		Evaluation and selection of markets		
		Evaluation and selection of distribution channels		
VII	Delivery of finished products	Determination of the method of transportation	Department of logistics	Decision-making methods, operations research, prognostic methods

According to the table, let's consider the mechanism of managing the marketing-logistics activities of the enterprise. It consists of 7 important stages, as shown in the table:

Stage I. Conducting research.

This stage consists of the following operations:

1. Market research.

2. Competitive research.
3. Research on potential customers.
4. Studying competitors.

Stage II. Decision-making on product release.

At this stage, an analysis of the costs associated with purchasing a certain part of the components or producing it is conducted. The result of the analysis is a decision to purchase or produce the product [6].

Stage III. Determining sources of material resources.

The first direction involves searching for sources of material resources and collecting information about potential suppliers, which is a marketing function. The second direction involves evaluating potential suppliers and making a final selection, which is a joint marketing-logistics function. From the marketing side, the pricing and quality characteristics of the product are considered. From the logistics side, the costs associated with the delivery of the product, including transportation costs, storage and inventory of the necessary reserves of material resources, are determined. As a result of this stage, we choose the optimal option for the supplier.

Stage IV. Delivery of material resources.

This is a logistics function that involves choosing a model for transporting the product, selecting transportation vehicles with the necessary payload capacity for calculating the rational loading of transport, and calculating optimal routes for the movement of transportation vehicles.

Stage V. Production process.

Marketing direction - when a decision is made to release a new product and a search for advanced modern technologies, high-performance, and cost-effective equipment is carried out. Then the stage of technological and design preparation for production is carried out, during which norms of material resource costs are calculated for parts, assemblies, aggregates, and the product as a whole. Logistic direction: the need for material resources is determined based on the planned production volumes; a plan for material and technical support of the enterprise is drawn up; material resources are distributed among the enterprise's units; optimal options for the movement of material resources in the production process are calculated, and control over them is carried out.

Stage VI. Product implementation.

Marketing move: searching for new sales markets, distribution channels, and collecting information about them. The second marketing and logistics. Marketing evaluates and selects markets and distribution channels from the standpoint of their effectiveness in sales activities. Logistics to markets and distribution channels is approached from the perspective of the availability of transport routes, the availability of regional or interregional warehouse complexes. As a result, a joint decision is made regarding the choice of markets and distribution channels for the product.

Stage VII. Delivery of the finished product. This is a logistical function, similar in operations to the delivery of material resources to the enterprise.

CONCLUSIONS:

- It can be seen that a marketing-oriented logistics system of an enterprise is one of the main levers for ensuring the competitiveness of the enterprise, as it directly affects the economic benefits of the enterprise. It plays a key role in strategic planning.
- Marketing logistics should be considered as a key element of the company's competitive market strategy, as powerful information systems and well-developed corporate infrastructure are necessary for its coordination and implementation of its principles.
- Marketing and logistics function as complex independent systems, but the business strategy (goals and objectives, situation analysis, results monitoring) is formed by marketing, while the strategy of the product movement process (development of rational and optimized logistics) is produced by logistics itself.
- Evaluating and choosing new sources of resources, markets, and distribution channels, logistics partially participates in determining the company's strategy. In turn, marketing participates in the development of strategies for the movement of jointly located goods. As the main achievements of the implementation of an effective marketing logistics concept in the enterprise, the following can be highlighted:
 - A marketing logistics system that is adapted to changes in the market situation and consumer demands can reduce the logistics cycle and facilitate stronger connections with consumers.
 - Increasing sales volume and ensuring a higher level of customer service control is achieved through more efficient inventory placement, acceleration of the turnover of "goods-money" through effective logistics.
 - The implementation of an effective marketing logistics system will enable the enterprise to successfully compete in distant sales markets.

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