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WAYS TO IMPROVE THE ORGANIZATION OF LOGISTICS MANAGEMENT AT ENTERPRISES

Abstract. The relevance of logistics and increasing interest in its study are explained by the possibilities that increase the efficiency of Materials Science Systems, which reveal the use of the logistics method. Logistics reduces the time intervals from the purchase of raw materials and semi-finished products to the delivery of finished products to the consumer, contributes to a sharp reduction in inventory. The use of logistics speeds up the process of obtaining information and improves the level of Service.

As foreign experience shows, logistics occupies a strategically important place in modern business.

Many professionals who have achieved success in this field move to higher positions in the management of the company. Currently, the traditional functional areas of logistics in leading firms are combined into the basis of a common information and computer platform, creating a system of Strategic Innovation (Innovation). The logistics service is comprehensive. This includes transport, warehouse, inventory management, personnel Management, Information System Organization, commercial activities, etc. Each of these functions has been thoroughly studied and described in the relevant industry order. The novelty of the logistics approach is the basic relationship. The purpose of the logistics method is the continuous management of material flows.

The introduction of logistics management methods in entrepreneurial practice allows many firms to reduce all types of stocks of production, equipment and products sold, accelerate the turnover of working capital, reduce production costs, reduce the costs associated with distribution, and ensure full satisfaction of consumers with goods and services. From this point of view, the relevance of the research work can be traced. In this regard, this study is relevant and relevant.

Scientific novelty and practical significance - development of proposals for improving logistics at enterprises of the Republic of Kazakhstan.

Key words: organization, logistics management, improvement, logistics efficiency, economic efficiency.

Introduction. In trade theory, there are several directions for the development of organizational forms of infrastructure objects of the commodity market. These include concentration, specialization, and universalization, and combination.

We have proved that the logistics system brings high efficiency to market development. Currently, structural changes are taking place in the economy of Kazakhstan in the field of purchase, production and sale of products.

But this process should be given a systematic character focused on logistics. In a market economy, the management of material resources and related flows of all resources in industrial and commercial enterprises by logistics methods is an objective necessity, which ensures competitive advantages in the world market.

The prospects for the new industrial policy are characterized by the effect of integration obtained by low costs and high-quality customer service. From this diagram, we can see that logistics creates conditions for achieving high efficiency, taking advantage of the existing opportunities for organizing the economy, effective contacts between economic organizations. In trade logistics, improving the logistics operation gives a system-wide result [1].

Logistics can also be used in the infrastructure of the commodity market, which is extremely necessary for the effective functioning of all economic entities participating in this market. Now we will look at improving the infrastructure of the commodity market through logistics integration in the form of the following images.

Methods. The paper uses methods of modeling and comparative analysis. The methods of the «tree» of goals and expert assessments were used to solve individual tasks. The information and empirical base of the research is the normative legal acts of the regional and municipal levels; official data of the Republican and regional bodies; methodological, scientific, educational and reference literature, materials of the Internet, as well as the research conducted by the authors.

Methodological research is a General method of scientific knowledge-analysis and synthesis, Content-Media analysis of sociography, system-comparative method that allows to determine the Genesis, sequence and functioning of the stages of development of the meat market, the attractiveness and effectiveness of adapting foreign experience in the management of the development of municipal institutions.

Research and development work in the field of development and effective adaptation of the mechanism for building logistics at the enterprise.

Results and discussion. The implementation of logistics signs leads to the implementation of synergistic efficiency. Currently, synergy determines interdependence in logistics systems, which increases the overall efficiency of independent subsystems or elements together with the sum of their efficiency in an individual independent operation. Now we will show the effectiveness of the logistics system in the form of graphs.

If we expand the figure 1 below, then the infrastructure elements of the commodity market will be in the list of organizations that need to interact in this logistics system. We show the following main features of logistics integration::

1.logistics coordination is the optimization of the entire process of product distribution, from the purchase of goods to delivery to consumers.

2.integration of material flow management and management with management integration.

Along with the range of services provided to customers of trading enterprises, there will be a single technology of material flows, which will be transformed into technological logistics.

Adaptation of the logistics system to the changing conditions of the internal and external environment of trade logistics, which will become adaptive logistics.

Сауда логистикасының барлық элементтерін ұтымды ұйымдастыру, олардың өзара әрекеттесуін қамтамасыз ету, бұл ұйымдық логистикаға айналады.

Let's look at the types of logistics integration shown in the figure:

Internal integration is carried out in three directions:

A) technological integration, which is the development of a single technology of material flow of commercial enterprises. It is the material basis of trade logistics within the company and reflects the technical and technological relationship of the main logistics operations. Technological integration includes the following conditions: establishing a rational procedure for importing goods; timely quantitative and qualitative acceptance of goods; effective use of rolling stock and lifting machines; effective organization of work of transport and warehouse workers; the actual functioning of Transport for the delivery of goods to consumers; the use of advanced types of container and cargo packaging systems; reducing the costs associated with logistics operations; improving the quality of customer service of the company.

B) functional integration, which is the creation of an integrated management system for material and information flows. It combines the efforts of various support units of a trading company in managing material flows.

C) integrated integration as a synthesis of technological and functional integration.

Intra-company integration allows you to manage the material flows of a trading company, but is not able to influence environmental factors.

2. intersectoral integration is carried out in three directions:

A) on the basis of combining the interests of competitive trading enterprises, we see it as a method of consolidation.

B) by combining the logistics forces of independent but interconnected trading enterprises.

C) mixed integration, combining horizontal and vertical integration.

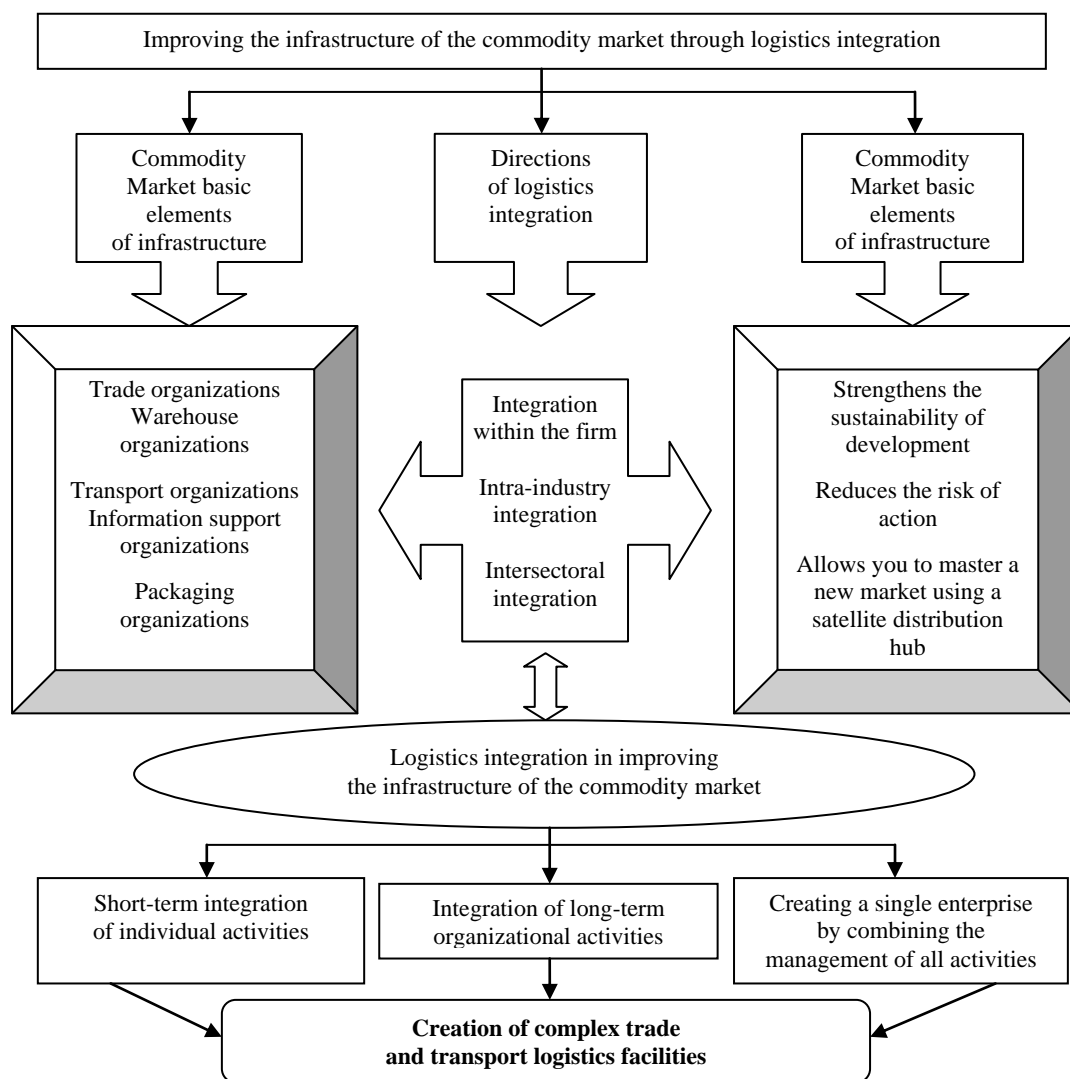


Figure 1 – Creation of logistics facilities in order to improve the infrastructure of the commodity market

I. intersectoral integration is carried out in three directions: regressive, progressive and conglomerate, but associations in such industries should be regulated by antitrust laws. This is done in order to effectively organize the movement of material flows between the producer, processing and supplier industries [2].

The essence of logistics integration is to combine actions at the enterprise. The form of such associations varies, mainly depending on the goals, financial, technical and other capabilities of the enterprise. In general, the objects of logistics integration can be represented in the following three forms:

1. combining individual or multiple types of services, including planning, transportation, procurement, implementation, and the like, including short-term (until the end goal is achieved) such activities;

2. integration of organizational and functional activities, such as warehouses, transport services and other organizational support units, is planned for a long time;

3. unification of management of all activities and creation of a single enterprise, i.e. centralization of intermediary activities based on the economic interest of related enterprises in improving the efficiency of interaction.

Enterprises and firms are interested in effectively solving joint problems that they cannot solve together. The relationship between joint ventures can be either a bilateral economic agreement or a full accession to the unification of a full activity without documents [3]. Often, in order to implement this direct and horizontal integration, there must be a single body that monitors, coordinates and directs these

actions. This body may be more suitable for joint activities or may be established under the leadership of another governing body. An organization created to coordinate the market with price, supply, innovation efficiency, etc. it should regulate the activities of these integrated enterprises.

Thus, the merger of enterprises can be carried out in three different forms of ownership:

1. in a separate form of ownership, this is the creation of the above - mentioned organizations, the main condition of which is that the management organization should be interested in improving the efficiency of joint ventures, that is, being profitable for this enterprise as well.

2. the state in the form of ownership, in which the state can act as a governing body that can create conditions for the effective functioning of enterprises that pay taxes to cover its budget deficit, i.e. the interests of the state for the development of this industry.

3. the most effective way is to create a management organization in a mixed form of ownership, since both private entrepreneurs and the state strive to effectively solve problems to achieve their final goals, and state support is provided.

On the basis of these associations, it is necessary to create integrated trade, transport and logistics facilities. Today, the internal infrastructure of the commodity market is several times behind the infrastructure of developed countries. Currently, mixed multimodal cargo terminals are excluded in this sense. Previously built warehouses, wholesale bases, warehouses are currently only 30-40% operational, most of them are left unattended. At the same time, enterprises must maintain a large stock of finished products in order to ensure the continuity of their work and maintain their own transport, which increases the costs of the enterprise and negatively affects the price of the product.

In the case of Kazakhstan, we can now create a logistics center, which is mainly called a logistics center, because there is still not enough understanding of the essence of logistics in firms, and the agreement of firms takes a lot of time, and coordination and meeting of firms through administrative methods is necessary. convince each other and the need to log in to the logistics system.

Now this logistics center should be opened near the chambers of Commerce in each region or near a special Center, which should be located in each regional center as part of local central authorities. This center can be financed by indirect taxes, as a result of which they appear in the field of trade. This is often an excise tax.

In most cases, 10% of the total time was spent on the production of commercial products in the production and consumption cycle, and the remaining 90% was spent on transport, storage and intermediary operations. Container cargo processing is combined in special Integrated Cargo Processing Centers-terminals that form a single global logistics network. The developed logistics base is a regional development complex. For the development of social and market infrastructure abroad, the mechanism of Special Economic Zones created in industrial and trade and transport hubs to account for commodity flows and Investments is widely used. Today, multimodal transport accounts for 50% of all cargo volumes in the world, while in Kazakhstan and the CIS countries it is less than 2%. Cargo transportation, which is widely used in our country, is a medieval method of small transport used in very backward countries and cannot meet the needs of the population [4].

The following Figure 2 shows the ways of financing and the activities of logistics centers.

Coordinated transport has the following advantages over conventional transport:

1. saving and rational use of fuel and energy resources;
2. favorable conditions for the use of vehicles and national transport infrastructure, effective management of the transport network and new transport technologies;
3. relatively low cost of combined transport, which is a convenient condition for using national resources;
4. contributes to increasing the competitiveness of exports and the development of foreign trade;
5. simplifies customs procedures and saves time for filling out documents;
6. increasing the volume of insurance for the movement of goods;
7. prevention of foreign capital interference to the detriment of national carriers.

Thus, we will show ways to integrate the infrastructure of the commodity market through the logistics of product distribution, but today the implementation of this process in our country requires state support, since the State plays a huge role in creating a body that manages logistics integration, training specialists to ensure the effective construction of the logistics system. its high-quality operation.

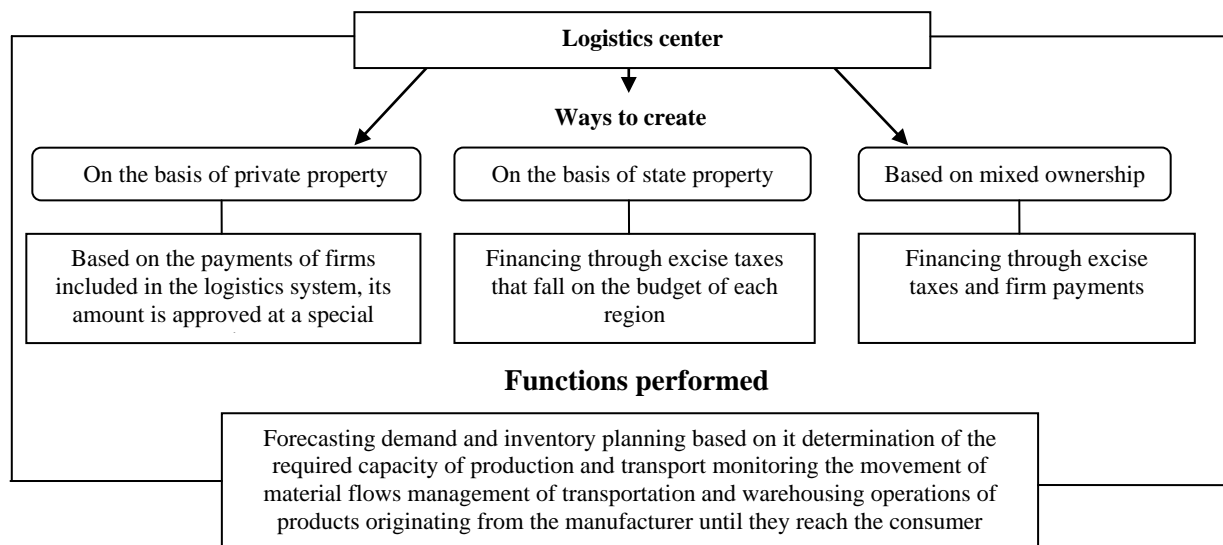


Figure 2 – Ways to create a logistics center

Modern logistics is Computer-Integrated Logistics. The state of logistics infrastructure in the world is a factor that activates exports in the development of the market, investment attractiveness and any territory. Transport, warehousing, trade and services will be integrated and developed. Reliable trade and transport infrastructure is a solid foundation for the economic integration of the regions, a necessary factor against the disintegration of the State [5].

Therefore, in many foreign countries, the development of trade and transport and related information infrastructure is under strict state control, which is carried out not only in the form of direct budgetary funds, but also through organizational and economic regulation and coordination of legality.

Thus, for the rapid growth of the economy of Kazakhstan on the basis of market relations, it is necessary to create maximum logistics trade-transport and transport systems and networks that accelerate the delivery of goods from producers to the end user. Analysis and systematization of data on this issue leads to the following solutions:

1. various firms tend to further improve e-commerce methods in their activities;
2. the technology of the Internet network is even higher than the improvement of reliable protection for the implementation of commercial activities on the network;
3. the market of Kazakhstan has not yet been conquered by e-commerce, without taking into account the impact of Western trade, has a very high priority for this type of activity.;
4. internet technology is much more than improving reliable protection for the implementation of commercial activities on the network;
5. Logistics can also be used in the infrastructure of the commodity market, which is necessary for the effective functioning of all economic entities participating in this market. Now let's look at improving the infrastructure of the commodity market through logistics integration in the form of the following diagram.
6. the need for integration is inherent in all industrial and commercial enterprises, regardless of the type of territorial and sectoral structure. The current state of development of the economy of Kazakhstan requires the creation of conditions for the integration of industrial, commercial enterprises and companies serving the market infrastructure into an integrated system. The main reason for this association is the geographical distance between raw materials and consumers, which creates conditions for increasing costs that are not related to production.
7. by adopting the infrastructure of the commodity market through the logistics of the distribution of goods, we will show the ways of this integration, but today the implementation of this process in our country needs state support, since the State plays an important role in the creation of a management body for logistics integration, training specialists to ensure the effective construction of the logistics system and its high-quality functioning.

Our country does not need to repeat the logistics systems and concepts used in other foreign capitalist countries. Taking into account their experience, our potential and the specifics of the country, we must quickly implement modern logistics approaches and a system of market structures in domestic business. It is widely used in JIT, KANBAN, MRP, DRP, ROP, QR, CR, AR, LEAN PRODUCTION, etc. It would be advisable to introduce and improve the concepts taking into account the specifics of enterprises of the Republic of Kazakhstan [6].

An important place for Kazakhstan is occupied by local features of the reconstruction of its large territory, including local transport factors: transport communications, transport and freight forwarding enterprises in the district, transport hubs, terminals, etc. each region has a large group of enterprises operating in the economy. those that perform any logistics functions: transport companies, wholesale intermediaries, banks, transport and Storage Complex, Cargo Terminal, etc.

Summary and Conclusion. Effective customer service, coordination and management of transport and logistics activities by many transport and logistics companies and intermediaries cannot be accidental on the ground. Due to the introduction of modern logistics management technologies that provide local material and information flows, bringing them closer to international standards, the high quality of transport and logistics services, the socio-economic development of individual regions and the unifying potential of these systems, the efficiency of customer service will increase. The current situation in the country's economy requires the creation of a new, fundamentally new cargo flow management system based on terminological technologies and logistics principles of trade turnover. The strategy for the formation of logistics services of the local network should be based on the creation of a network of cargo handling and cargo collection terminals and multi-purpose multimodal terminal complexes, thanks to Universal Information support and telecommunications, as well as logistics centers that manage and coordinate their work with carriers, freight forwarders and other logistics partners. The local macro-logistics system should provide consumers with technological forwarding, storage, cargo handling, customs and service services that meet international standards at the production technological level and the versatility and service capability of customer logistics [7].

First of all, it is important to improve the logistics support system for multimodal transport corridors.

Logistics support of transport corridors in the local macro-logistics system of Kazakhstan provides:

- increasing the level of employment by solving socio-economic problems of the regions, creating new jobs and attracting investment; increasing revenues to the city budget due to the functioning of the macro-logistics system and the expansion of the market for consumer transport and logistics services.

- approach to international standards by improving the quality of transport and logistics services to consumers, introducing modern integrated logistics technologies for the quality of Service and developing the local production and technical base of logistics services;

- attracting foreign investment and partners to the emerging macro-logical system of foreign economic relations, which provides a high level of transport and logistics services for export-import operations in accordance with international standards. Improving the competitiveness of Kazakh carriers and logistics companies in the global intermodal transport market through transport corridors;

- restoration, supervision and effective formation of a system of monitoring the transport and logistics services market through a system of services under the control of the executive bodies of logistics centers and the certification center of transport and logistics companies;

- reducing the negative impact of transport on the environment by rational formation of local material and transport flows, choosing the optimal route of transport, rational selection of rolling stock and technological transportation in accordance with international standards.;

- implementation of domestic and international exchange and banking activities in this area;

- creation of a single regulatory framework and a system of guarantees for domestic and foreign transport and logistics companies;

- increase the efficiency of transport in the region through logistics coordination and support of its operation through multimodal and intermodal transport.

Under certain conditions, logistics must adhere to a long-term developed and concentrated growth strategy based on national diversification and the search for new markets. They use our transport and communication services. This strategy will help reduce prices for automotive construction, tourism, service systems, road and capital construction, and domestic products [8].

In the coming years, other promising directions for the development of logistics in Kazakhstan will be applied to its organization and improvement of industrial enterprises of domestic production systems, improvement of technological complexes and economic sectors in domestic and material and technical relations.

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КӘСІПОРЫНДА ЛОГИСТИКАНЫ БАСҚАРУДЫ ҰЙЫМДАСТЫРУДЫ ЖЕТІЛДІРУ ЖОЛДАРЫ

Аннотация. Логистиканың өзектілігі және зерттеуге қызығушылықтың артуы логистикалық әдісті қолдануды ашып көрсететін материалтану жүйесі жұмысының тиімділігін арттыратын мүмкіндіктер арқылы түсіндіріледі. Логистика шикізат пен жартылай фабрикаттарды сатып алуға және дайын өнімді тұтынушыға жеткізуге дейінгі уақыт аралығын қысқартады, қордың күрт төмендеуіне ықпал етеді. Логистиканы пайдалану ақпарат алу үдерісін жылдамдатады және қызмет көрсету деңгейін жақсартады.

Шетелдік тәжірибе көрсеткендей, заманауи бизнесте логистика стратегиялық маңызды орын алады.

Бұл салада жетістікке жеткен көптеген мамандар компанияны басқарудағы жоғары лауазымдарға ауысады. Қазіргі уақытта жетекші фирмалардағы логистиканың дәстүрлі функционалды салалары ортақ ақпараттық және компьютерлік платформа негізіне біріктіріліп, стратегиялық жаңашылдық (инновация) жүйесін құруда. Логистикалық қызмет жан-жақты келеді. Бұған көлік, қойма, қор басқару, қызметкер басқару, ақпараттық жүйелерді ұйымдастыру, коммерциялық қызмет және т.б. жатады. Бұл функциялардың әрқайсысы тиісті салалық тәртіпте кеңірек зерттелген және сипатталған. Логистикалық тәсілдің жаңалығы – негізгі қарым-қатынас. Логистикалық әдістің мақсаты – материалдық ағынды үздіксіз басқару.

Кәсіпкерлік тәжірибеде логистикалық менеджмент әдістерін енгізу көптеген фирмаларға өндіріс, құрал-жабдықтар мен сатылымдағы өнім қор түрлерін азайтуға, айналым қаражатын жеделдетуге, өндіріс шығынын азайтуға және тұтынушыларды тауар әрі қызмет түрлерімен қамтамасыз етуге мүмкіндік береді. Осы тұрғыдан алғанда зерттеу жұмысының өзектілігін айқын байқауға болады.

Ғылыми жаңалығы мен тәжірибелік маңыздылығы – Қазақстан Республикасының кәсіпорындарында логистиканы жетілдіру бойынша ұсыныстарды әзірлеу.

Түйін сөздер: ұйымдастыру, логистиканы басқару, жетілдіру, логистикалық тиімділік, экономикалық тиімділік.

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ПУТИ СОВЕРШЕНСТВОВАНИЯ ОРГАНИЗАЦИИ УПРАВЛЕНИЯ ЛОГИСТИКОЙ НА ПРЕДПРИЯТИЯХ

Аннотация. Актуальность логистики и повышенный интерес к ее изучению объясняются возможностями повышения эффективности функционирования систем материаловедения, раскрывающих применение логистического метода. Логистика сокращает временные интервалы до закупки сырья и полуфабрикатов и доставки готовой продукции потребителю, способствует резкому снижению запасов.

Зарубежный опыт показывает, что в современном бизнесе логистика занимает стратегически важное место.

Многие специалисты, добившиеся успеха в этой сфере, переходят на более высокие должности в управлении компанией. В настоящее время традиционные функциональные сферы логистики в ведущих фирмах

объединяются в основу общей информационной и компьютерной платформы, создавая систему стратегических инноваций (инноваций). Логистическое обслуживание является всеобъемлющим. Сюда относятся транспорт, склад, управление запасами, управление персоналом, организация информационных систем, коммерческая деятельность и др. Каждая из этих функций глубоко изучена и описана в соответствующем отраслевом порядке. Новизна логистического подхода заключается в основном общении. Цель логистического метода – непрерывное управление материальными потоками.

Внедрение методов логистического менеджмента в предпринимательскую практику позволяет многим фирмам сокращать все виды производственных, инструментальных и сбытовых товарных запасов, ускорять оборачиваемость оборотных средств, сокращать издержки производства, сокращать затраты, подлежащие распределению, обеспечивать полное удовлетворение потребителей товарами и услугами. С этой точки зрения можно проследить актуальность исследовательской работы. В связи с этим данное исследование является значимым и актуальным.

Научная новизна и практическая значимость – разработка предложений по совершенствованию логистики на предприятиях Республики Казахстан.

Ключевые слова: организация, управление логистикой, совершенствование, логистическая эффективность, экономическая эффективность.

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