

## INNOVATION IN THE LOGISTICS PROCESSES AT RETAIL OUTLETS

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The article considers the features, problems and prospects of transport and warehousing logistics. Ways of logistics development are identified including the application of modern technologies of trade and technological processes, which results in reduction of time for customer service, stabilization of relations with suppliers, reduction of enterprise costs and reduction of logistics costs at all stages of promotion. The volume of transport services in Ukraine is analyzed with the emphasis on the leading role of road transport.

The main parameters of the level of quality of modern logistics services are considered. The indicators most acceptable for calculating the efficiency of logistics operations are highlighted. Competing enterprises are studied according to the indicators of timeliness of acceptance of goods and completeness of their shipment.

The results of the field method survey of employees of the surveyed trade enterprises on the importance of logistics to reduce costs; level of logistics development; distribution by importance of its functional areas and innovation of logistics.

The research has shown that about ninety percent of employees in large corporations consider the role of logistics to be significant. More than half of the respondents indicate a high level of logistics development. According to the importance in practice of various functional subsystems, it is stated that the quality of service provides almost half of the success, and transportation and warehousing makes for about forty percent.

The organization of transport and warehousing logistics at retail outlets, in particular, in LLC “Comfi Trade” is investigated. The specifics of transport and forwarding services and the system of warehousing logistics operations and the list of tasks of the studied subsystems of logistics are highlighted.

The main task of transport logistics as rational organization of the cargo transportation process is highlighted. The main methods of product delivery are considered. Three main processes of warehousing are described: acceptance, storage and shipment of goods. The reasons negatively influence warehousing process and results as a whole are investigated.

Conclusions on the state of development of logistics processes at the researched enterprise are generalized. Ways of introduction of innovation in logistics processes, in particular, due to improvement of the internal software, introduction of additional functionality and the equipment are offered.

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