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MODERN INTERNET PLATFORMS IN THE FIELD OF LOGISTIC SERVICES IN THE REPUBLIC OF POLAND AND UKRAINE

In the article the authors regard the definition “e-commerce” in details, consider the international standards of logistic system. The examples of contemporary logistic companies are given. The role of internet platforms in the virtual logistics is analyzed. The comparative analysis of e-commerce in Republic of Poland and Ukraine through the example of Internet platforms is proposed.

Keywords: logistics, e-logistics, Internet platform, e-commerce, product delivery, online purchase.

Statement of the problem. The modern economics is characterized by appearance of new tendencies in it and modernization of existing business processes. Over last years such transformations have touched such an important field of economics as logistics. Recently both from the side of state and entrepreneurs the interest to the logistics has rapidly increased. The amount of various courier companies, special logistics departments, and organizations with powerful transportation base for product delivery is growing. Besides, demand growth for specially trained staff including not only warehouse workers or expeditors but also qualified managers and organizers in the sphere of logistics is being observed. Such a fast modernization process in the transportation service branch obliges to implement new technological and information base. Thus, almost all transportation services are renewing their internal recourses: warehouse equipment, computer software, and technical equipment for vehicles. Such tendencies of improvement of logistics system work characterize the development of new economics.

Today the definition of new economics is associated with the term “e-commerce”, which is developing around the world very fast. Undoubtedly, the internet trade, which has put roots in the commercial market, is considered to be the base for e-commerce. The prosperity of online trade is explained by many factors, first of all, by convenience of acquiring the goods online along with saving of money and time, very often by a wider choice of products than in usual shops, and by transportation indirectly to home, which is often not paid by a consumer at all. Every online seller strives to provide not only free but also quick delivery, that’s why, as a rule, cooperates with the best logistic services.

In the modern conditions the entry into the markets of different countries mostly comes with studying the trends of using Internet platforms and possibilities of online trade in these

markets. Because of activation of trade between the Republic of Poland and Ukraine carrying out of comparative analysis of modern Internet platforms usage and studying the perspectives of their usage as an alternative to the traditional instruments of logistics are scientific and applied questions of present interest.

Analysis of recent researches and publications. The works of many researchers and scientists are devoted to theoretical and practical aspects of logistics. They are D. Bauersocks [3], M. Burmistrov [4], V. Golyak [7], A. Zaharova [10], A. Kalchenko [10], A. Kizim [11], A. Klyuka [12], V. Kozlovskiy [13], E. Krikavskiy [14], V. Lukinskiy [16], L. Mirotin [17], A. Nekrasov [17], Yu. Nerush [18], M. Oklandr [21], E. Podgaynaya [23], V. Sergeev [24], O. Hromov [30], M. Yarovaya [33], etc.

Pending questions, which are the part of the general problem. The development of new logistic trends and implementation of logistics in the Internet has led to arising of a list of certain, practically oriented questions.

Thus, if earlier in the Internet there was a lack of information, today the net is overloaded with unnecessary information, what seriously complicates the research of relevant information. The hot problem at least in Ukraine is imperfection of legal system, regulating different aspects of e-commerce.

The buyer, performing online operation, wants to be sure of honesty of the seller and acquiring of the qualitative product. In the nearest future there will be a need to solve the problems of existing of Internet cheaters (who are usually not punished), lack of investments in the transportation system, a low level of personnel training in logistic infrastructure, a shortage of production and warehouse equipment. The problematics of modern Internet platforms usage as an alternative to the traditional instruments of logistics in different countries has not been considered to the full extent. These are just several questions of logistics requiring studying, analysis and solving.

The purpose of this article is to study the new tendencies in the development of logistics, to analyze the work of modern logistic companies, and to determine the role of Internet platforms under the conditions of new logistic system, to carry out the comparative analysis of modern commercial Internet platforms usage, and, besides, to research the perspectives of their usage as an alternative to the traditional instruments of logistics.

The main material of the study. Along with active extension of international trade the sector of retail trade has started to develop very fast. Especially the sales volume through the Internet is increasing rapidly. From the point of view of business the e-commerce presupposes such advantages as coming into contact with suppliers, buyers and other contractors, searching the possibilities for successful contracts, perfection of document flow, etc. Nowadays due to the Internet the buyers have the possibility to find and review a product very quickly from any spot of the Earth, to determine their quality, select the products at suitable price. At the same time in the field of virtual trade the key moment is logistics, as in this type of trade at first the consumers pay attention to the product delivery.

Logistics (from Greek language “craft of counting”) is the science dealing with functioning of circulation sphere of products, including the organization of rational process of the products movement from manufacturers to consumers, goods stocks control, and products movement infrastructure [15].

There exist different types of logistics [15] (military, ecological, urban, business logistics), which are divided into subtypes.

Selection of necessary vehicles for transportation of products, adjustment of routes, packing and marking of goods, distribution of products in warehouse, and compilation of orders are important for logistics.

If the company has not its own logistic system, it uses the service of logistic providers (outsourcing companies). There are 4 types of such services [15]:

- 1PL – small companies, which work in the certain area or within their range of services;
- 2PL – companies-intermediators, they work in the traditional way, performing a product delivery from A to B;
- 3PL – provider, which negotiates about the delivery and performs it itself;
- 4PL – provider, which addresses the issues of price, speed, and transportation of product in its entirety and good condition.

The logistic cycle includes the following stages [11]:

- 1) time for compilation of the order in the necessary consequence;
- 2) time for receiving of the order by the consumer;
- 3) time for performing the order by the consumer (from the moment of product manufacturing till the stage of finished product);
- 4) time for transportation of the product to the consumer.

The modern form of the logistic system is *electronic logistics*, which presupposes control of sphere of product circulation by means of the information and telecommunication systems and technologies [25]. Its emergence can be connected with appearance of the first bar codes in the 70s of the twentieth century.

For convenience special standards were created, which worked all over the world and substantially simplified the work of cooperating companies, allowing to analyze the information much quicker.

The standards of virtual logistics are established by the international institution GS1, but because of different conditions of work in different countries they are adapted to the work system of every country individually.

GS1-System – integrated system of global standards, which presupposes identical synchronization of product details, location, and service. It is the most popular in the work with logistic schemes of delivery and includes four main points [24]:

- GS1 Bar Codes – bar coding (standards for goods identification);
- GS1 eCom – e-commerce (standards for online business messages);
- GS1 GDSN – global synchronization of data (standards for global synchronization of data);
- GS1 EPCglobal – electronic product code (standards for radio-frequency identification, chips).

The German company DHL is considered to be the bright example among the modern logistic companies in the world. The enterprise has been existing for 45 years, it was founded with the purpose to deliver the documents from San-Francisco to Honolulu and backwards, and today it serves more than 120 000 towns. DHL numbers around 5 000 offices, 76 000 cars for cargo transportation and includes four companies (Figure 1) [8]:

- 1) DHL Supply Chain – controls logistic cycles;
- 2) DHL Global Mail – sends mails and ensures services of post;
- 3) DHL Global Forwarding – performs air, sea, and multimodal transportation;
- 4) DHL Freight – delivers products by land.



Figure 1 – Subsidiary companies of DHL [8]

In Ukraine 14 years ago in the field of logistic services the company “Novaya Pochta” was founded, which transported freight (by two cars) between cities Kiev, Poltava, and Kharkov. During six years the enterprise extended its activity over the whole territory of Ukraine, and already by 2012 it numbered more than 1000 branches. For today the company is the leader and practices the e-commerce. Therefore, the special mobile application for phones and tablets was developed, containing detailed information about sending and receiving the goods, storing the freight, packing the products, etc. [19].

Contemporary information and telecommunication technologies are dynamically used in the international logistics. Almost all trade websites cooperate with big logistic companies. For example, the Chinese Internet platform Aliexpress.com cooperates with the famous courier service DHL.

Aliexpress.com is a Chinese Internet giant of global scale, which competes with such well-known trading platforms as Rakuten and Ebay. Aliexpress.com is a subsidiary company of the commercial enterprise Alibaba. In fact Aliexpress.com is the virtual market with “trading zones”, which are occupied by Chinese sellers. Sellers’ work is checked by the managers of the company. Every month it is invested nearly four million dollars in advertisement. But the fundamental principles of this trading platform became the following ones: an incredibly wide choice of goods, low prices, and cheap, and even very often free delivery of products. In the social network “VKontakte” Aliexpress has around 6 000 groups, and more than 0.5 million people are subscribed for the main group. The Russian Federation is the major buyer of the trading platform, the second place is taken by Brazil, and then comes the USA [1; 31].

It is confirmed by statistic data (Table 1) of website Aliexpress traffic in Ukraine all over the world.

Table 1 – Aliexpress traffic by different countries all over the world
(as per the data [20] for 2015-2016)

Position in the rating	Country	Traffic
1	Russia	28,57%
2	Brazil	5,36%
3	United States	5,06%
4	Ukraine	4,64%
5	Spain	4,33%

Today the Internet platform Aliexpress offers more than 100 million of various products (electric goods, dishware, instruments for house, furniture, clothes, accessories, etc.). Tablets,

smartphones, electric gadgets, and clothes are in the number of products, which are most purchased. The more qualitative product, the higher its price, but even the branded things are at acceptable prices. One of the major advantages of Aliexpress work is control of cheaters' activity. The company values honest sellers and gets rid of dishonest businessmen.

A separate place is taken by electronic gadgets. For last years the Chinese Peoples Republic is gaining speed in development of manufacturing of electronic goods using the experience of the Western Europe. The demand for the electronic gadgets has grown up, as the buyer is satisfied with high quality and the acceptable price (the Chinese analogues are not worse than the products famous brands). A big amount of clients of the company was attracted due to frequent discounts, cooperative purchases, and discount coupons. As a rule, on the eve of upcoming holidays the discounts up to 95% are made. Besides, every year on the 11th of November the bargain-sales named "The day of one-aloners" are organized, when a thing can be acquired almost at cost price. During the bargain-sales the company can work even in the minus, therefore increasing its rating and acquiring exclusive recalls.

Websites-sellers compete for the first places in the Internet search rating. Because of this it is very difficult to compete with Aliexpress in the price policy. If the buyer is not satisfied with the price, then he has an opportunity to contact indirectly with the seller and ask to low the price. The website Aliexpress suggests quite a safe payment system. There is a special service Escrow, to which the money comes. But the seller receives it only after the buyer gets the parcel and confirms that he allows to transit money.

The logistic aspects of Aliexpress work are on the highest level. Standards of transportation services of the company totally comply with the standards of the modern logistics. The goods are delivered by such well-known courier services as EMS, UPS, DHL Express, TNT, FedEx (delivery takes 5-14 days) and by the state Post Offices of Chinese People Republic, including Hong Kong, and the Republic of Singapore (delivery takes 14-60 days). The delivery can be even free, but it will be performed for a longer period of time.

Aliexpress plans to organize the cooperation with businessmen and buyers of many countries of the world and increase the sum of the average bill. The average bill of the company eBay is 40 dollars, it is 15 dollars more than the average bill of Aliexpress. For this it is needed to change a lot in the work of the company. On the competitive website the clients strive to buy various antique things, but on the website Aliexpress there is a wide variety of goods at acceptable prices [1; 31].

For last several years the online trade has extended noticeably in the Republic of Poland and Ukraine. In comparison with other branches of economics this branch achieved the highest growth rate. The e-commerce in these countries has already overcome the phase of coming-into-being and has entered the phase of development. Let's analyze the market of Ukrainian Internet trade in comparison with the e-commerce in the Republic of Poland.

The Ukrainian market is much in arrearages of the Polish one according to the volume sales and assortment of the products. Every of these markets has its own specific peculiarities of trade. Allegro, the main trading zone brings the lion's share of income in the sphere of e-commerce of the Republic of Poland. On the Internet platform businessmen of different levels sell the goods. In order to put a product on Allegro, the seller must pay 1 zloty. Sales of the product will cost 4-5%, for the picture one also must pay some money, the helper for sale and the special shop of the website also cost money. The advertisement costs 26-29 zloty.

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The trading conditions on Ukrainian websites differ to some extent. The commission and the cost of putting up a product for sale depends on the kind of a product and its cost price [9].

Both in Ukraine and the Republic of Poland there is a list of products, which are more or less popular. The rating of these products is given below in the Table 2.

Dynamics of the world website-giants traffic from www.uanet.com.

Table 2 – The popularity rating of products in the Republic of Poland and Ukraine [6; 28]

The Republic of Poland	Position in the rating	Ukraine
Household appliances	1	Household appliances
Electric goods	2	Computers and mobile phones
Furniture	3	Clothes, shoes
Home decoration materials	4	Automobile goods
Shoes	5	Sport goods
Clothes	6	Childish goods

It is interesting to note that both in the Republic of Poland and Ukraine the household goods take the first place.

Let's give some indicators of e-commerce (table 3) in these countries.

Table 3 – Some indicators of e-commerce in the Republic of Poland and Ukraine, (as per the data [5; 22; 29; 32] for 2015-2016)

Indicators	The Republic of Poland	Ukraine
The average monthly sum of money spent on products online	45 euro	20 euro
The share of population, which does the shopping online	48%	58%
The quantity of registered Internet shops	15 thousands	2828 thousands
The volume of Internet market	7,8 milliards euro	3,9 milliards euro
The payment ways	through the Internet or cash on delivery	
The ways of product delivery	the Post and courier delivery (automatic work system, online document flow, quick and qualitative work of personnel)	

Let's consider the development of e-commerce in the Republic of Poland and in Ukraine using the most popular Internet platforms Allegro and Aukro as examples.

The daily, monthly, and yearly statistics of website Allegro traffic among Poles is given on the Figure 2 [26].

The Polish Internet platforms Allegro has around 290 million types of goods. Very often new products appear on the website. The lion's share of online market of Poland is taken by household and childish goods. Today every minute on the largest auction of Europe 623 lots are sold and 347 transactions are performed. According to the data of the website Allegro its share in the Polish market of virtual sales is 62 %. Every month through Allegro 8 million of

parcels is sent. Today this website is most attended Internet platform in Poland. 75% of population prefers to do shopping exactly here [2].

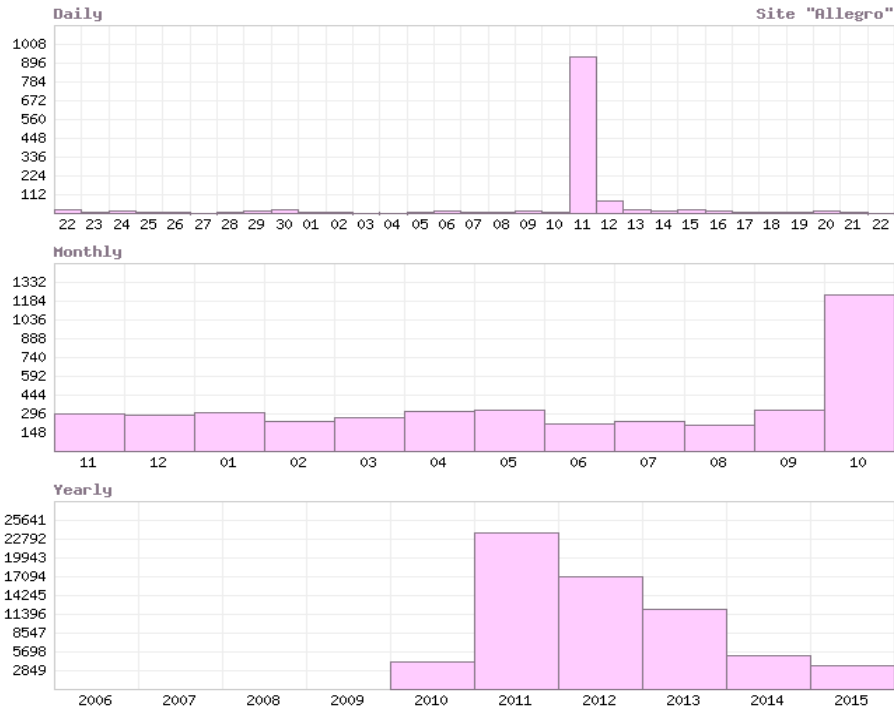


Figure 2 – The daily, monthly, and yearly statistics of website Allegro traffic among Poles [14]

In Ukraine the major place is occupied by the auction Aukro, on which all kinds of goods are represented (from clothes to construction materials and electrical goods). The trading conditions on this platform are quite acceptable. The paying system and delivery of products are standard. Every year the sales volume grows. For recent years the computers have become the most popular category of products sold through this Internet platform (Figure 3). The second place is taken by smartphones and mobile phones.

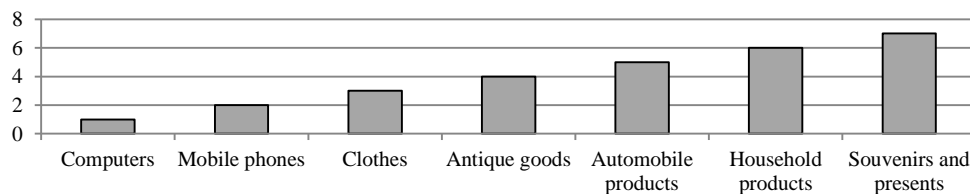


Figure 3 – Top-7 best sold goods on the website Aukro [27]

According to the trade statistics data of website Aukro it is possible to say that the interest of Ukrainians to online purchase is increasing implacably.

Conclusions. In consequence of the performed research the new tendencies in the development of logistics have been studied, the work of modern logistic companies has been analyzed and the role of Internet platforms in the conditions of a new logistic system has been determined, the comparative analysis of modern Internet platforms usage has been carried out, the perspectives of their usage as an alternative to the traditional instruments of logistics have been studied. On the basis of the performed research the following conclusions have been made:

1) increasing of consumers' trust to the e-commerce stimulates the growth of sales volume of product of different categories through the Internet;

2) acquiring the goods through the Internet allows to save money and time of both sellers and buyers;

3) acceleration of information exchange and perfection of special logistic computer software leads to the rapid development of transportation system of products, it allows the manufacturers to shorten products and materials stocks as much as possible, to increase capital turnover, to decrease the logistical costs;

4) the international standards of the modern logistics simplify the work of companies on the international level and within every country;

5) the volume of Internet platforms usage in the Republic of Poland excess the volume of their usage in Ukraine;

6) in the Republic of Poland the Internet platform Allegro and in Ukraine the Internet platform Aukro are characterized by the highest sales volume of products, and in Ukraine;

7) both in the Republic of Poland and Ukraine the most popular goods, which are sold through the Internet, are household appliances, computers, mobile phones, and smart phones.

Thus, the contemporary trading Internet platforms are the perspective alternative to the traditional instruments of logistics, which is developing rapidly and influences favourably on the development of economics in the whole.

In the future research the authors plan to consider the tendencies of the Internet platforms usage not for the purpose of trade. The actual example of non-commercial Internet platforms usage not for the commercial purposes is a very popular online platform BlaBlaCar today, which proposes the service of private transportation. BlaBlaCar is the largest society of travelers. The drivers suggest free places in their cars, the passengers can choose the suitable drivers in their turn, but the main advantage of this company consists in the fact that clients can save money greatly. Nowadays the number of websites, offering free or very cheap services, is growing very fast. A person, dreaming to go for travelling abroad but not having enough money to pay for accommodation in the hotel, can visit a special website and contact with a person, who will suggest free living at his home. There also exist the websites, on which one can exchange books, various products, services, etc. Such projects greatly widen human possibilities.

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Сучасні Інтернет платформи в сфері логістичних послуг у Республіці Польща та Україні

У статті детально розкрито поняття електронної логістики, розглянуті міжнародні стандарти логістичної системи. Наведені приклади сучасних логістичних компаній. Проаналізовано роль Інтернет платформ у віртуальній логістиці. Представлено порівняльний аналіз електронної комерції в Польщі та Україні на прикладі Інтернет платформ

Ключові слова: логістика, електронна логістика, Інтернет платформа, електронна комерція, доставка товару, онлайн покупка.

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Современные Интернет платформы в сфере логистических услуг в Республике Польша и Украине

В статье детально раскрыто понятие электронной логистики, рассмотрены международные стандарты логистической системы. Приведены примеры современных логистических компаний. Проанализирована роль Интернет-платформ в виртуальной логистике. Представлен сравнительный анализ электронной коммерции в Польше и Украине на примере Интернет-платформ.

Ключевые слова: логистика, электронная логистика, Интернет платформа, электронная коммерция, доставка товара, онлайн-покупка.

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