

and to provide its sustainability. Fulfilment of this function is possible just through systematic actions headed at solving climate problems, problems of inefficient energy use, low air quality, low quality of water, forest and land resources, inefficient use of minerals. All these problems determine the main directions of environmental component.

Characteristic of **social component** of ecopolice emphasises on the fact that ecopolice as cultural, educational, scientific centre must unite human and nature, creating not 'cosy corners of nature' in city, but a city in harmony with nature. This is evident that in such conditions the potential of human society will have an opportunity to reveal itself in its best and fullest. The processes of teaching and education are dominant in the life of ecopolice. Thus the creation of ecopolice is expected to increase educational level of its population and to create a network of environmentally orientated educational units for generating 'ecothinking' and harmonic ideology.

To summarise the above said it is necessary to mention that ecopolice as a form of organization of social settlements is not just geographically determined territory with economically substantiated methods of achieving social wellbeing, but also the moral and cultural centre which provide the condition for realisation of the main principle of ecopolice – harmony of human and nature. The trinity of environmental, social and economic components and human understanding of this unity and not domination of one of them is the fundamental element of ecopolice concept.

## **IMPORTANCE OF LOGISTICS FOR UKRAINIAN ENTERPRISES NOWADAYS**

*Yu. Chortok, E-03.*

The role of logistics is growing nowadays. It is defined as operation by flows of goods. It is impossible to imagine industrial or trading enterprise that doesn't solve logistic problems.

Enterprise organizes logistic service for costs' economy which is connected with consuming, production and distribution of output. Costs' lowering furthers the lowering of prime cost and at the end it can be an important mean in competition. Good organization of logistics brings many advantages to enterprises or in other case it causes inevitable results: prime costs' growing, income's losses and others.

In the works of native and foreign specialists, scientists there are different and sometimes opposite points of view to definition of logistics' place in productive cycle, management and marketing. During last years more often leaders of enterprises turn their attention to logistic conception of management. For nowadays logistics is the most popular and modern highly effective conception in USA, Europe, Japan and others.

There is a big interest to logistics in Ukrainian enterprises and small apprehension of logistics in society in the whole. Leaders of some companies don't understand potential possibilities of logistics for business improving.

Enterprise has to coordinate all systems of materials' and goods' movement and keeping for putting logistic methods into practice. As a result logistic system appears – a system with executes some logistic functions.

Logistic methods predict creation of special logistic service which has to rule material flow from forming contracts with suppliers to giving buyers ready products.

The most progressive leaders create a department of logistics. This creation needs some changes in organizational structure of the company.

Logistics is considering as an integrated instrument of management that can reach the aim of business.