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MASTER'S LEVEL QUALIFICATION PAPER

on the topic "THE WORLD MARKET OF LOGISTICS SERVICES:

MODERN TENDENCIES AND FEATURES OF DEVELOPMENT"

Specialty 292 "International Economic Relations"

Student II Course

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It is submitted for the Master's level degree requirements fulfillment.

Master's level degree qualification paper contains the results of own research. The use of the ideas, results and texts of other authors has a link to the corresponding source _____ SavchenkoD.

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SUMMARY

of Master's level degree qualification paper on the theme
 “THE WORLD MARKET OF LOGISTICS SERVICES:
 MODERN TENDENCIES AND FEATURES OF DEVELOPMENT”

student Savchenko Daria Vasylivna
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The main content of the master's level degree qualification paper is set out on 58 pages, including a list of used sources of 55 titles, which is placed on 5 pages. The work contains 6 tables, 8 figures, which are placed on 7 pages.

KEYWORDS: INTERNATIONAL LOGISTICS, TRANSPORT, PRODUCTS, STRATEGY, COMPETITIVENESS, INDUSTRY, INTERNATIONAL BUSINESS.

The qualification work is devoted to the study of theoretical and practical aspects of the world transport and logistics business. Trends, scales and prospects of development of the transport industry are revealed.

Important theoretical and practical aspects of the logistics business are based on the research of domestic and foreign scientists, in particular Albekov A.U., Artyushenya D., Velichko O.P., Garachuk Y.V., Gadzhinsky A.M., Kanke A.A., Koch I., Kurganov V.M., Mirotin L.B., Nerush Y.M., Nechiporenko K.V., Stepanov V.I., Simonova L., Wolters D.

The purpose of the master's level degree qualification paper is the development of theoretical foundations and development of proposals for the formation of the main provisions of the strategy of ensuring the international competitiveness of domestic enterprises, entering the global industry markets.

The object of study are material flows and processes of consumer orders fulfillment, product promotion in the country and abroad.

The subject of research is the optimization of resources in the management of flows in international logistics systems.

In the process of research, depending on the goals and objectives, appropriate methods of research of economic processes were used: methods of analysis, methods of abstraction and induction. Among the methods of cognition, the dialectical-systemic approach was mainly used, according to which all processes are considered and analyzed in the relationship, interdependence and development. The method of observation, system-structural analysis, comparative analysis was also used.

Factors of competitiveness of domestic logistics enterprises in world markets are determined. Attention is paid to material flows and processes of fulfillment of consumer orders, promotion of products in the country and abroad.

Recommendations for the development of a universal competitiveness strategy for logistics companies in the context of international business development are provided.

Year of Master's level qualification paper fulfillment is 2021.

Year of Master's level paper defense is 2021.

АНОТАЦІЯ

Кваліфікаційної роботи рівня магістра на тему:

“СВІТОВИЙ РИНОК ЛОГІСТИЧНИХ ПОСЛУГ: СУЧАСНІ ТЕНДЕНЦІЇ ТА
ОСОБЛИВОСТІ РОЗВИТКУ”

Студентки Савченко Дар'ї Василівни

Основний зміст кваліфікаційної роботи рівня магістра викладено на 58 сторінках, у тому числі на 5 сторінках розміщено список використаних джерел із 55 найменувань. Робота містить 6 таблиць, 8 рисунків, які розміщені на 7 сторінках.

КЛЮЧОВІ СЛОВА: МІЖНАРОДНА ЛОГІСТИКА, ТРАНСПОРТ, ПРОДУКЦІЯ, СТРАТЕГІЯ, КОНКУРЕНТОСПРОМОЖНІСТЬ, ПРОМИСЛОВІСТЬ, МІЖНАРОДНИЙ БІЗНЕС.

Кваліфікаційна робота присвячена вивченню теоретичних і практичних аспектів світового транспортно-логістичного бізнесу. Розкрито тенденції, масштаби та перспективи розвитку транспортної галузі.

Важливі теоретичні та практичні аспекти логістичного бізнесу базуються на дослідженнях вітчизняних та зарубіжних вчених, зокрема Альбекова А.У., Артюшеня Д., Величко О.П., Гарачук Ю.В., Гаджинський А.М., Канке А.А., Коч І., Курганов В.М., Миротін Л.Б., Неруш Ю.М., Нечипоренко К.В., Степанов В.І., Симонова Л., Волтерс Д.

Метою кваліфікаційної роботи рівня магістра є розробка теоретичних основ та розробка пропозицій щодо формування основних положень стратегії забезпечення міжнародної конкурентоспроможності вітчизняних підприємств, що виходять на світові галузеві ринки.

Об'єктом дослідження є матеріальні потоки та процеси виконання споживчих замовлень, просування продукції в країні та за кордоном.

Предметом дослідження є оптимізація ресурсів в управлінні потоками в міжнародних логістичних системах.

У процесі дослідження, залежно від цілей і завдань, використовувалися відповідні методи дослідження економічних процесів: методи аналізу, методи абстракції та індукції. Серед методів пізнання переважно використовувався діалектико-системний підхід, згідно з яким усі процеси розглядаються та аналізуються у взаємозв'язку, взаємозалежності та

розвитку. Також використовувався метод спостереження, системно-структурний аналіз, порівняльний аналіз.

Визначено фактори конкурентоспроможності вітчизняних логістичних підприємств на світових ринках. Звертається увага на матеріальні потоки та процеси виконання замовлень споживачів, просування продукції в країні та за кордоном.

Надано рекомендації щодо розробки універсальної стратегії конкурентоспроможності логістичних компаній в контексті розвитку міжнародного бізнесу.

Рік виконання кваліфікаційної роботи магістра – 2021.

2021 рік – рік захисту роботи магістра.

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« __ » _____ 2021

TASKS FOR MASTER'S LEVEL DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")

student II course, group ME.MZ-01s

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Savchenko Daria Vasylivna

(student's full name)

1. The theme of the paper is «THE WORLD MARKET OF LOGISTICS SERVICES: MODERN TENDENCIES AND FEATURES OF DEVELOPMENT» approved by the order of the university from « __ » _____ 2021 №__
2. The term of completed paper submission by the student is«__» _____2021
3. The purpose of the qualification paper is the development of theoretical foundations and development of proposals for the formation of the main provisions of the strategy of ensuring the international competitiveness of domestic enterprises, entering the global industry markets.
4. The object of the research is material flows and processes of consumer orders fulfillment, product promotion in the country and abroad.
5. The subject of research is the optimization of resources in the management of flows in international logistics systems.
6. The qualification paper is carried out on materials of scientific articles by domestic and foreign authors, textbooks and manuals on selected topics, data from

government statistics, publications of sites and scientific papers and statistical data of RODOS-C enterprise.

7. Approximate master's level degree qualification paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Chapter 1

THEORETICAL ASPECTS OF TRANSPORT AND LOGISTICS INTERNATIONAL ENTERPRISE MANAGEMENT

Chapter 1 deals with the substantiation of theoretical aspects of international logistics.

(the content of concrete tasks to the section to be performed by the student)

Chapter 2

STUDY OF TRANSPORT AND LOGISTICS BUSINESS DEVELOPMENT IN UKRAINE ON THE EXAMPLE OF RODOS-S ENTERPRISE

Chapter 2 deals with the analysis of the logistical features of Ukrainian enterprises entering international markets

(the content of concrete tasks to the chapter to be performed by the student)

Chapter 3

CURRENT PROBLEMS OF INTERNATIONAL LOGISTICS BUSINESS DEVELOPMENT AND SEARCH FOR WAYS TO SOLVE THEM

Chapter 3 deals with the definition of current trends in the global logistics services market.

(the content of concrete tasks to the chapter to be performed by the student)

8. Supervision on work:

Chapter	Full name and position of the advisor	Date, signature	
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1	<u>Khomutenko L. I.</u>		
2	<u>Khomutenko L. I.</u>		
3	<u>Khomutenko L. I.</u>		

9. Date of issue of the task: « ____ » _____ 2021

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The tasks has been received:

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Savchenko D. V.
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INTRODUCTION

The most important element of the goods moving system, which ensures the existence of material flow, is transport. Transport is one of the most complex structures, characterized by a large number of interrelated parameters. This component is one of the most important factors of social production, the main function of which is the need to provide services to the population and the economy in transportation. Transport quickly and smoothly, this is the characteristic of the term transport logistics. The point is to deliver the necessary goods to the destination on time, in good condition and at an adequate price. Simple and probable assembly characterizes a complex reality with integrated logical control over material, technical, information and financial flows.

The current state of transport infrastructure allows to meet the country's transportation needs, but also indicators of economic efficiency, safety, technical characteristics of rolling stock indicate that Ukraine's railway transport does not meet the requirements of European countries and requires significant improvements. Therefore, the problem of improving the processes of transportation of goods by borrowing the experience of other countries and through their new developments is relevant.

The relevance of the issue is evidenced by a large number of scientific studies in this area. Problems of transport logistics are reflected in the writings of such scientists as: Albekov A.U. [1], Anokin A.R.[2], Artyushenya D. [3], Velichko O.P. [4; 5], Garachuk Y.V. [7], Gadzhinsky A.M.[8], Kanke A.A.[11], Koch I. [14], Kurganov V.M. [17-19], Mirotin L.B. [23-27], Nerush Y.M. [28-30], Nechiporenko K.V. [31], Stepanov V.I. [39], Simonova L. [41], Wolters D. [43], Fedko V.P. [44], and others [6; 9-10; 12-13; 20-22; 32-38]. In their work, they explored the general theoretical problems of logistics and, including transport, the

task of optimizing the operation of transport in logistics systems for internal and external traffic and the interaction of vehicles in logistics systems.

In order to survive in the modern conditions of the company, it is necessary to optimize business strategies, diversify production, introduce new services to the market and increase the efficiency of transport activities. Currently, in order to accelerate the processes of trade, cooperation between states and enterprises, special attention is paid to the issue of express delivery of goods, which saves significant time resources. Effective logistics management in the enterprise is important, because it allows you to increase the profits of the enterprise, which leads to increased competitiveness of the business as a whole.

The purpose of the qualification work is the development of theoretical foundations and development of proposals for the formation of the main provisions of the strategy of ensuring the international competitiveness of domestic enterprises, entering the global industry markets.

The purpose of work by performing the following tasks:

- to explore the theoretical foundations of the functioning and management of transport and logistics business;
- to explore methodological approaches to choosing an effective competitiveness strategy;
- to describe the activities of “RODOS-S” LLC;
- to establish the competitive position of “RODOS-S” LLC on the national and international market;
- to justify the choice of a strategy to ensure international competitiveness for the logistics industry.

The object of study of qualification work are material flows and processes of consumer orders fulfillment, product promotion in the country and abroad.

The subject of research qualification work is the optimization of resources in the management of flows in logistics systems.

In the process of research, depending on the goals and objectives, appropriate methods of research of economic processes were used: methods of analysis, methods of abstraction and induction. Among the methods of cognition, the dialectical-systemic approach was mainly used, according to which all processes are considered and analyzed in the relationship, interdependence and development. The method of observation, system-structural analysis, comparative analysis was also used.

The information base of the work is the analysis of periodicals, materials of scientific and statistical collections and publications of reference nature, as well as the development of leading research centers.

The practical significance of the obtained results is that theoretical developments and conclusions can be used in the process of forming and implementing strategies to ensure the competitiveness of domestic transport and logistics companies in entering global regional markets. Proposals for the development and optimization of the logistics business in Ukraine will be used in the activities of "RODOS-S".

During the research was taken part in the International Scientific Conference "Information Society: Technological, Economic and Technical Aspects of Formation" with the article "Logistics Problems and Ways to Solve Them in Ukraine".

1. THEORETICAL ASPECTS OF TRANSPORT AND LOGISTICS INTERNATIONAL ENTERPRISE MANAGEMENT

1.1 The concept of transport logistics and its impact on logistics activities in the economy

Nowadays competition is the driving force for company's existence and development in the market economy. Moreover, it is the source of the vitality for enterprises. Competition is an essence of capitalism. Companies make a product, and people buy it based upon their opinion that it is the best price for the best quality they can get. If a company makes a product at a price which is too high, other companies will seek a way to undercut them and, as a result, steal their customers away. It sounds like it is not very nice, but, and this is a big but, that is the real world. This is the "arena" of international competitiveness in the early years of the new millennium.

The issue of firms' competitiveness is greatly debated today among managers and politicians as well as scholars and researchers.

D. Depperu and D. Cerrato in their paper "Analyzing international competitiveness at the firm level: concepts and measures" clearly demonstrate increasing interest around the issue of competitiveness at the world level. According to the authors, international competitiveness is a firm's capability to achieve higher performance than its competitors in foreign markets and preserve the conditions that sustain its higher performance. They also outline that a firm's international competitiveness may diverge from its competitiveness in the home

country. As a matter of fact, a firm might be profitable in its country with a large domestic market share, but it might show low international competitiveness in case the domestic market is protected by barriers to international trade. In this case the present competitiveness would be compromised if domestic market were opened to trade. In addition, some firms may sacrifice competitiveness in the home market for a greater penetration in foreign markets [49].

The different dimensions of competitiveness are strongly interrelated. For example, D. Depperu argues that a country's competitiveness factors are determinants of its firms' international competitiveness. On the other hand, the most evident aspect of a country's international competitiveness is represented by its firms' competitiveness in comparison to other countries' firms [49].

Thus, the above authors identify some determinants of international competitiveness, which are as follows:

- price relative to competitors;
- productivity - output per worker;
- unit costs;
- state of technology;
- investment in capital equipment;
- technology;
- quality;
- reliability [49].

On the other hand, the measure of international competitiveness could rely on the following factors:

- quality of international customers - such indicator could be measured in terms of dimension, notoriety, reputation and rate of fidelity of foreign customers;
- brand recognition in international markets - such indicator measures an intangible resource which is increasingly considered as a key determinant of a firm's competitive potential;

- listing in foreign stock exchange - such parameter is a proxy of the capability of attracting financial resources at the international level;
- number of international patents and trademarks.

Recent research by D. Depperu and D. Cerrato shows that international competitiveness refers to the ability of a firm to provide goods and services which provide better value than their overseas rivals. Practically, a competitive company has a unique selling proposition that is truly unique in price, quality or innovation, in a way that really matters to its customers. In other words, this is competitive advantage but on an international scale [49].

D. Ball in his book “International Business. The Challenge of Global Competition” focuses on a firm’s international competitiveness. The author advocates the idea that it is necessary to move from the distinction between internationalization and international competitiveness. In his view, international competitiveness is a broader construct than the degree of internationalization. A higher degree of internationalization, for example in terms of foreign sales, cannot fully capture a firm’s competitiveness abroad if such information is not integrated by information about how a foreign expansion affects a firm’s profitability. In other terms, the degree of internationalization expresses the firm’s presence abroad, while competitiveness refers to how such presence is gained and sustained [47].

The truth of the matter is it is essential for business to strive to improve competitiveness. It’s not a secret that every business has its competitive strategy. The topic of competitive strategies is discussed by professors of Business Administration at Harvard Business School. They strongly claim that the purpose of enterprise’s competitive strategy is to build a sustainable competitive advantage over the organization’s rivals. It defines the fundamental decisions that guide the organization’s marketing, financial management and operating strategies. In other words, competitive strategy answers the main question: how do we define our business today and how will we define it tomorrow? Consequently, strategy is to

be understood as a long-term direction of development which is determined on the basis of enterprise's internal possibilities and market position, and which leads the business to its objectives. H. Ansoff defines strategy as the summarizing model of the activities required for the achievement of the objectives through coordinating and allocating available resources [5]. A. Strickland considers strategy as a system of priorities that includes creation and withholding of competitive advantages [54]. According to M. Porter, strategy is the optimum selection of activities. It is a system of priorities which includes creation and withholding of competitive advantages [52].

Surveys show that development of competitive strategy solves the task of determining strategic business area. It allows creating, strengthening and realizing the company's competitive advantage. The use of various international marketing competitive strategies supported by the system of strategic, operational and tactical decisions concerning international economic activities helps any company to find their own market position in international competitive environment.

In his paper "Industry structure and competitive strategy: keys to profitability" M. Porter[52] points out that while choosing an option for international strategy, it is necessary to evaluate the coincidence of key success factors of the industry, market and the company. The key success factors are referred to as sets of skills and resources which affect most significantly the competitive advantages and functioning indexes of a particular market. According to M. Porter, a company acquires a steady competitive advantage when its key competences coincide with the key success factors of the industry and the markets the company competes on. The key competences are formulated on the basis of enterprise's strengths and weaknesses evaluation. They can be considered as competitive advantages which are difficult for copying. Therefore M. Porter concludes that companies can increase their international competitiveness by:

- rationalizing output to get rid of high cost plants;
- relocating to places where labor costs are lower;

- process innovation;
- product innovation;
- incorporating the latest technology into investment;
- sourcing from abroad where appropriate;
- seeking out new market opportunities;
- improving relationships with suppliers and customer;
- government's role to improve international competitiveness [52].

Finally, it's necessary to mention that competitiveness is a dynamic concept. Being competitive means that a firm has sustainable competitive advantages. The issue of sustainability makes it necessary to analyze those advantages as ongoing processes rather than as a static process.

Generally, competitiveness is considered synonymous to success. In very simple terms, success can be intended as achievement of company objectives.

Industrial enterprises all over the world face ever increasing competition. Due to globalization and dominance of market economy this has become a reality for companies in developing countries. They face new challenges of increased productivity, quality and client demand. Consequently, promoting competitive advantages becomes one of the most important issues for the sustainable development of enterprises. In today's volatile business environment, competitive advantages of firms are temporary. Top managements do not, and cannot, have all the answers to increasingly complex and rapidly changing problem situations their firms are facing.

Without a well-defined strategy, organizations will be driven by current operational issues rather than by a planned future vision. Competitive strategy as a theoretical model will contribute to strengthening the competitive edge of enterprises within the global dynamics of knowledge.

In the field of economic relations and business, logistics as an activity has become quite common since the 1970s. In general, logistics is the science of planning, controlling and managing the processes of material, labor and

information flows. Economists such as V.G. Bulavgo and P.G. Nikitenko considers logistics a set of measures to organize the processes of planning, sales, control over the storage of goods and then move them from producers to consumers with minimal costs. Thus, the criterion for the effectiveness of logistics functions is the degree of achievement of the maximum possible level of services provided at a minimum cost of all types of resources [3; 4].

Logistics is a science that studies the peculiarities of the organization of efficient and rational flow of material flows from suppliers to consumers, as well as inventory management, the problems of creating infrastructure for commodity production and functional features of the turnover. Similarly, logistics as a science concerns the planning, management and control of the movement of resources in modern organizations.

There are more than ten main types of logistics, including information military, distribution, trade, warehousing, transport, production and others.

The transport component in the conditions of formation of the logistic scheme is given paramount importance. After all, this component has a very important role, as the only system that performs transportation, delivers resources to the company, participates in in-house transportation and ensures the delivery of finished products to places of consumption.

Transport logistics is the movement of the required quantity of goods to the desired point, the optimal route in the required time and with the lowest cost.

Transport and logistics services include:

- services related to the preparation of goods for transportation, namely: determination of cargo weight, sorting, marking, packaging;

- services related to cargo loading, ie ensuring the performance of loading and unloading operations, including transshipment of goods during mixed transportation, provision, concealment, as well as providing the necessary means for these purposes;

- organization of the process of transportation of goods by any means of transport;
- registration of delivery, shipment and documents necessary for the carriage of goods;
- support of cargoes during transportation for its safety;
- conclusion of cargo insurance contracts;
- coordination of the scheme of cargo transportation by several types of transport for the mixed system;
- consolidation and deconsolidation of goods;
- checking the number of seats, weight and condition of the cargo;
- submission of goods and accompanying documents to customs authorities;
- cargo storage;
- acceptance of goods at the destination;
- payment of duties and fees related to the provision of forwarding services;
- settlements with participants of forwarding activities;
- advising on the organization of cargo transportation;
- provision of information services related to delivery.

The transport industry provides the country with freight and passenger transport, ie allows you to move the necessary goods or transport of people, which, in turn, fully or partially compensates for the need for the object or object of movement.

The specificity of transport as a sector of the economy is that it does not produce new products, but only participates in its creation, providing consumers with raw materials, equipment and supply of finished products, thereby increasing its value the amount of transport costs included in cost of production.

Transport logistics is logistics that solves a set of tasks related to moving the required number of goods to the desired point. The main task of transport logistics management is to move the required number of goods to the right point at the right

time, with the right level of service and the lowest cost. Among the main tasks of transport logistics management, scientists and practitioners identify:

- choosing of vehicles;
- choosing of car type;
- joint planning of the transport process with the warehouse and production facilities.

The role of transport in the economy of our country is huge, logistics has a great impact on the economic development of the state. If the role of logistics is properly understood, the state is successfully developing in the economic, political and social spheres. Underestimation and any lag in logistics is largely due to a lack of understanding of the state's importance as a separate sector in economic development. The uniqueness of transport logistics is that, acting as a sphere of material production, it also performs the auxiliary function of service infrastructure.

The logistical factor must be taken into account when placing products in a particular region, this is one of the most important factors. The national economy suffers annual losses due to disparities in the technical armament of different modes of transport and, in particular, between the level of development of permanent structures and rolling stock, for example, between the capacity of stations and the number of cars; line capacity and traffic density of transport units; the length of roads and the number of cars to them. All logistics networks in our country are unevenly distributed due to the special population structure of our country. The main part of transport routes is located in the European part of the country, where the largest exchange of goods between neighboring countries. Transport logistics, like all sectors of the economy, needs investment, but this problem has not yet been resolved due to the fact that foreign investors are afraid to invest in the Ukrainian economy because of our unpredictability. Problems due to lack of investment arise in the technical equipment of transport, especially domestic manufacturers, whose products lagged behind their Western counterparts

for many years due to lack of development and implementation of these projects. The availability of investment implies good technical equipment of transport.

The state of all transport depends on the level of scientific and technological progress, the state must take measures to develop transport, develop innovations in the transport system, apply unpaid taxes to Russian carriers, modernize our roads, maintain them in good condition, technically equip the transport industry, attract investors investment in the Russian economy in general and, in particular, in the development of transport. The future state of development of our economy will depend on how decisions are made to implement all these problems.

To date, the practical interpretation of logistics is expressed in the provision of 6 prerequisites:

- the consumer needs the product;
- required quality;
- in the required amount (without restrictions);
- at the right time (always);
- in the right place;
- with minimal costs [47].

The variety of logistics operations and services significantly expands the capabilities of commercial and intermediary organizations in the service of enterprises-suppliers and consumers of products. Previously existing wholesale bases and organizations were transformed into intermediary organizations of complex services that provide companies with a wide range of logistics services.

Implementation of modern logistics concepts and systems is one of the strategic ways to increase the competitiveness of domestic business organizations.

1.2 Features and state of transport and logistics business at the present stage

One of the main components of a strong economy in any country is the field of transport and logistics services. This is logistics that ensures timely delivery of products from producers to consumers. Without the smooth functioning of logistics structures, neither domestic nor foreign trade is, in principle, possible. Only transport infrastructure can meet the needs of industrial production, population and the national economy in freight transport.

The market of transport and logistics services in our time has begun to develop very actively in connection with the expansion of economic ties and international cooperation. The most powerful forces of the logistics market are: globalization of client companies, their focus on key competencies and outsourcing of non-core areas, the desire to reduce the logistics chain and optimize costs in its areas, shorten product life cycle and new approaches to marketing and distribution.

In terms of world experience and current trends in the global market of logistics services, Ukraine is at the stage of formation and consolidation of the industry, significantly behind Western countries, both in quality and complexity of services provided by national transport and logistics companies.

At the same time, Ukraine has a high interest in expanding transport and logistics services, both on the part of consumers and on the part of logistics operators. Increasing the role of the regions of Ukraine as consumers and producers of a wide range of transport and logistics services in the medium term will be determined by increasing consumer demand and retail turnover [3].

However, the growth rate of the domestic transport and logistics market is low, due to lack of investment resources and high business risk.

The development of the global logistics industry is characterized by the following trends: increasing the influence of global transport and logistics companies; market consolidation, which continues, primarily through international mergers and acquisitions and access to new geographic markets; further complicating logistics solutions through the increasing introduction of IT technologies.

Currently, in the field of transport logistics there are three types of enterprises:

1) transport company - a company engaged in the transportation of goods, often regional or working in certain areas. As a rule, these are companies specialized in modes of transport, which have large transport assets and lease them to other players in the logistics services market or directly to consumers;

2) transport and forwarding company - a company that organizes transportation and provides a wide range of logistics services. As a rule, it does not have a clear industry specialization. Geographical expansion is a priority for such companies;

3) logistics outsourcer - a company focused on providing logistics outsourcing services. The main difference from other players is the availability of industry proposals, complexity, complexity of services, regularity of their provision and conclusion of long-term contracts.

The main carriers of goods on the market are freight forwarding companies, whose share in the total volume of freight in 2019 was up to 76% [35].

Logistics outsourcers are essentially intermediaries of logistics services that perform separate or complex logistics functions based on international standards: warehousing, transportation, order management, physical distribution of products, traffic flow coordination services, information, consulting, financial services, etc., as well as management logistics chains or their connections.

According to the level of the complex of services provided and the depth of integration, these companies are divided into PL-providers. According to this typology, experts and scientists in the field of logistics distinguish:

- 1 PL-providers - companies with autonomous logistics, where all operations are performed by the cargo owner;

- 2 PL-providers (supplier of secondary logistics) - companies that provide traditional services for transportation or management of warehouses;

- 3 PL-providers - service providers that provide them not only for the transportation and forwarding of goods, but also for warehousing, transshipment, additional services with significant added value, often with the use of subcontractors;

- 5 PL-providers - companies operating on the basis of Internet logistics, ie those that use the Internet as a single platform for electronic media. Thanks to the development of transport and logistics services, the opportunity for the spread of commercial initiative will increase significantly, the range of companies served, the volume of their activities will increase and the profitability of wholesale intermediaries will increase.

New logistics services not only significantly increase the overall range of services provided, but also enrich their range, increase customer interest and help deepen the specialization of wholesale intermediaries, the development of advanced forms of service. Further development of the Ukrainian market of transport and logistics services, changes in competitive conditions in the market will directly depend on the volume of investment in the industry. However, the dynamics of industrial production and trade, as well as the increase in the volume of foreign trade operations will remain key factors in the growth of the freight market and the demand for logistics services.

For the competitiveness of the transport and logistics business it is necessary to have in the arsenal at least the basic component of services, namely:

- services related to the preparation of goods for transportation: information on the weight of goods, packaging, packaging, labeling, packaging, sorting of goods;

- services related to cargo loading: ensuring the performance of loading and unloading operations, including the transportation of goods in mixed transportation, securing, sheltering, tying cargo, as well as providing the necessary devices for these purposes;

- organization of the process of transportation of goods by any mode of transport;
- registration of transport, cargo and other documents necessary for the carriage of goods;
- supporting of cargo in the process of transportation and other services to ensure its safety;
- conclusion of cargo insurance contracts;
- coordination of schemes (route, sequence) of transportation of cargoes with several types of transport at mixed transportation;
- remuneration, fees and other payments related to the provided freight forwarding services;
- settlements with participants of transport and forwarding activities;
- presentation of cargo and accompanying documents to the customs authorities;
- checking the number of seats, weight and condition of cargo;
- acceptance of cargo at the destination;
- consulting on the organization of cargo transportation;
- provision of information services related to cargo transportation.

Today, the freight business provides about 6% of Ukraine's budget revenues, occupying more than 40% of the total services market. The share of road transport in the general structure of freight transport is 68.2%, most of which is private road transport[35].

As the analysis of the dynamics of the Ukrainian market of commercial freight transport by mode of transport over the past few years has shown a very rapid and steady growth of the importance of road freight transport in the field of freight transport throughout Ukraine has clearly emerged. Which is primarily due to the positive dynamics of growth in freight traffic.

1.3 General characteristics of the methods of delivery of goods, the specifics of international transport

The purpose of logistics is the optimal formation and effective management of commodity-information-financial flows of the spheres of supply, transport zones, production and sale of economic systems. From the logistical point of view, the transport zone should be considered as a logistical territorial system with inter-component connections and interaction with the environment, territorial-industrial complexes, etc., which provides movement of cargo and passenger flows mainly at macro and mega levels. Transport zones are the main European transport areas and are characterized by territorial specialization in the performance of transport and logistics functions. A wide range of transport logistics services indicates a list of services that can be used by the client, namely:

1. Trucking.
2. Railway transport.
3. Air transportation.
4. Maritime transport.
5. Warehouse logistics.
6. Delivery services.

Motor transport is carried out by different types of motor transport (inclined, cooled, container). For example, rail transport can be carried out on two-level, three-level platforms, as well as special trains. Air transportation is used for international transportation. Deep-sea vessels and diesel barges are used for delivery.

Now let's look in detail at all types of traffic offered by transport logistics:

Road transport- today the most authorized mode of transport for the transport of various goods is road. Even at very impressive distances, vehicles can compete very successfully with the railways. When transporting goods by road, excessive

loading / unloading of goods is completely eliminated, which has a positive effect on both cost and speed of delivery. A huge advantage of road transport is its independence from the railways. This allows you to create individual logistics routes and bypass problem areas.

Maritime transport is transport that is considered modern and economical in international communications. High load capacity and unlimited capacity of sea routes makes this type of transport convenient and versatile. To calculate the cost of sea freight, it is enough to specify the exact weight and volume of the cargo, the name of the port of departure, delivery time and the exact delivery address of the cargo.

With regard to oversized transportation - oversized cargo is usually called cargo, the size of which exceeds the established standards, as well as heavy goods. Special equipment is used for their transportation. Many years of experience required in the field of transportation of such goods: issuance of necessary permits and passes, loading and unloading, development and tracking of the route, organization of maintenance, as well as cargo insurance. Based on the information provided by the client, the logistics specialist develops the optimal scheme for the transportation of oversized cargo at the best price.

The groupage cargo is a batch of small size, the size of which is insufficient to fill one vehicle. Therefore, it is advisable to transport them together with other parties of the same group cargo, using one unit of transport.

Transport logistics consists of a number of logistics operations, namely: forwarding, packaging, cargo handling, risk insurance, warehousing, customs clearance, etc. Transportation logistics can further optimize delivery processes, deliver goods to your destination as quickly as possible, and also try to minimize shipping costs and risks associated with shipping. Cost optimization is the main principle of transport logistics. This principle is achieved through savings, through the scale of transportation, the choice of the most optimal traffic patterns, the fastest and most correct documentation. Savings due to the scale of freight traffic

are achieved due to greater load and it is through him that there will be less transport cost per unit weight. Saving money due to the distance of the route is achieved as follows: if the route is longer, then less transport costs per unit distance.

If we consider the peculiarity of international freight, it should be noted that all goods are subject to customs inspection and they are issued a package of documents in accordance with the laws of another country.

Characteristics of import and export of goods are customs clearance of imports, which consists of preparing the necessary documents for customs officers, registration and documentary control of customs declarations, verification of documents for payment - company invoices, TTN, customs duties, the price of which is set for each cargo and customs control.

Customs services in Ukraine include the provision of calculations of the value of goods. This is a very important step, because it is taken as a basis for calculating duties to be paid, VAT and various fees and excise duties [14].

Employees of companies calculate the cost of customs clearance of goods, based on the number of goods, as well as classification according to international codes.

With the development of the logistics system, the role of transport in this system changes significantly. Today, transport service is determined by the optimal ratio of profit and cost, taking into account the wishes of the sender and recipient.

The development of the global logistics industry is currently characterized by increasing influence of global transport and logistics companies and market consolidation, which continues, primarily due to international mergers and access to new geographic markets.

The peculiarity of international freight is that all goods are subject to customs inspection and they are issued a package of documents in accordance with the laws of another country.

2 STUDY OF TRANSPORT AND LOGISTICS INTERNATIONAL BUSINESS DEVELOPMENT IN UKRAINE ON THE EXAMPLE OF RODOS-S ENTERPRISE

2.1 Analysis of logistics activities and evaluation of its effectiveness in LLC “RODOS-S”

Transport and logistics services are designed to optimize the company's freight. Today in Ukraine the market for such services is still developing, although it is quite fast. Not many companies that provide transport and logistics services throughout Ukraine are engaged in the transportation of goods abroad. The list of these enterprises includes “RODOS-S” LLC.

“RODOS-S” Limited Liability Company was founded in 2015. The main activity is the transportation of cereals (wheat, barley, soybeans, corn, sunflower, etc.), mineral fertilizers (in bags and in bulk), solid fuel materials (in briquettes, etc.), bulk products (both food and chemical) of construction materials, as well as transportation of groupage pallet goods in Ukraine, which includes not only freight forwarding services in the form of express delivery of goods throughout Ukraine, but also providing a full range of logistics services.

The profile of “RODOS-S” LLC is:

- transportation of dangerous goods;
- delivery of groupage cargoes;
- long-distance transportation;
- agricultural services;
- organization of transshipment points;
- measures to optimize the scheme of freight;
- working with supply chains;
- calculation of the cost of transportation [53].

To provide such services requires a powerful information base that allows you to choose the optimal schemes of transportation and storage of goods, thereby minimizing customer costs.

Transport and logistics services can be one-time or on a permanent basis. Examples of one-time services include customs clearance, delivery of goods, provision of warehousing services. But of course, the most effective way to develop a company is to work with a logistics company on an ongoing basis. This allows you to optimize the scheme of interaction between warehousing and transport services, as well as speed up the delivery time of goods and reduce costs.

An important factor in optimizing freight is the choice of transport. Transportation of containers can be carried out on several types of transport: land, water, air. Transport services involve the choice of transport in the ratio "price of transportation - speed of delivery", and the definition of certain priorities. If the speed of delivery is more important, then faster transport is usually chosen, however, the price in this case is also not out of sight. It is optimal to transport containers in the shortest possible time with minimal costs.

Transport and logistics services are an effective tool for business optimization, which allows you to get real profits, which should not be neglected in adverse economic conditions.

“RODOS-S” LLC is a transport and logistics company operating in the market of international and domestic road transport services, as well as providing intermediary services for customs clearance of export and import cargo.

The company has its own fleet which includes Euro-grain trucks (dump trucks) DAF 22-40t. 55m³ (5 units), but also rely on their partners (cars: grain trucks-hitches, awnings, tanks, trawls, platforms, all-metal, gazelles, etc.).

It is at the expense of hired vehicles that logistics services are provided. Also, “RODOS-S” LLC has recently started development in agricultural activity. The company purchased a New Holland T 8.390 tractor and an 8-body plow. Now one of the company's services is plowing the land for sowing [53].

Activities according to the SICC:

- 46.21 Wholesale of grain, unmanufactured tobacco, seeds and animal feeds,
- 78.30 Other human resources activities,
- 46.73 Wholesale of wood, construction materials and sanitary equipment,
- 46.77 Wholesale of waste and scrap,
- 46.90 Non-specialized wholesale trade,
- 49.41 Freight road transport,
- 52.29 Other activities auxiliary to transport,
- 68.20 Leasing and operation of own or leased real estate,
- 70.10 Activities of the main departments (head offices),
- 77.11 Renting of motor vehicles and motor vehicles,
- 77.12 Renting of trucks [53].

The competitive environment in which “RODOS-S” LLC operates is quite saturated with many enterprises and production structures.

Despite the crisis in the country, even in difficult financial periods, the company did not lose ground and did not reduce its position.

Calculating the liquidity ratio of “RODOS-S” LLC, we can say that the coverage ratio for the analysis period corresponds to the normative value >1 , which indicates the ability of the company to repay its obligations without delay (Table 2.1).

Table 2.1 - Liquidity indicators of “RODOS-S” LLC for 2017-2019 [53]

Indicator	Year			Deviation, (+, -), in 2019, to 2017
	2017	2018	2019	
Coefficient of coverage	2,4	6,7	5,2	3,0
Rapid liquidity ratio	1,2	5,3	2,4	1,3
Absolute liquidity ratio	0,2	2,8	1,5	1,3
Net working	20167,0	102748,0	106841,0	87663,7

capital, thousand UAH				
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According to the performance of “RODOS-S” LLC, during the analyzed period there is a significant increase in sales of its services. The value increases almost 1.5 times, it is thousands of UAH with VAT - almost 2 times.

This is due to the fact that the share of products sold abroad has increased. Net income is growing quite rapidly. In 2018-2019, “RODOS-S” LLC increased the volume of services from Poland and Lithuania.

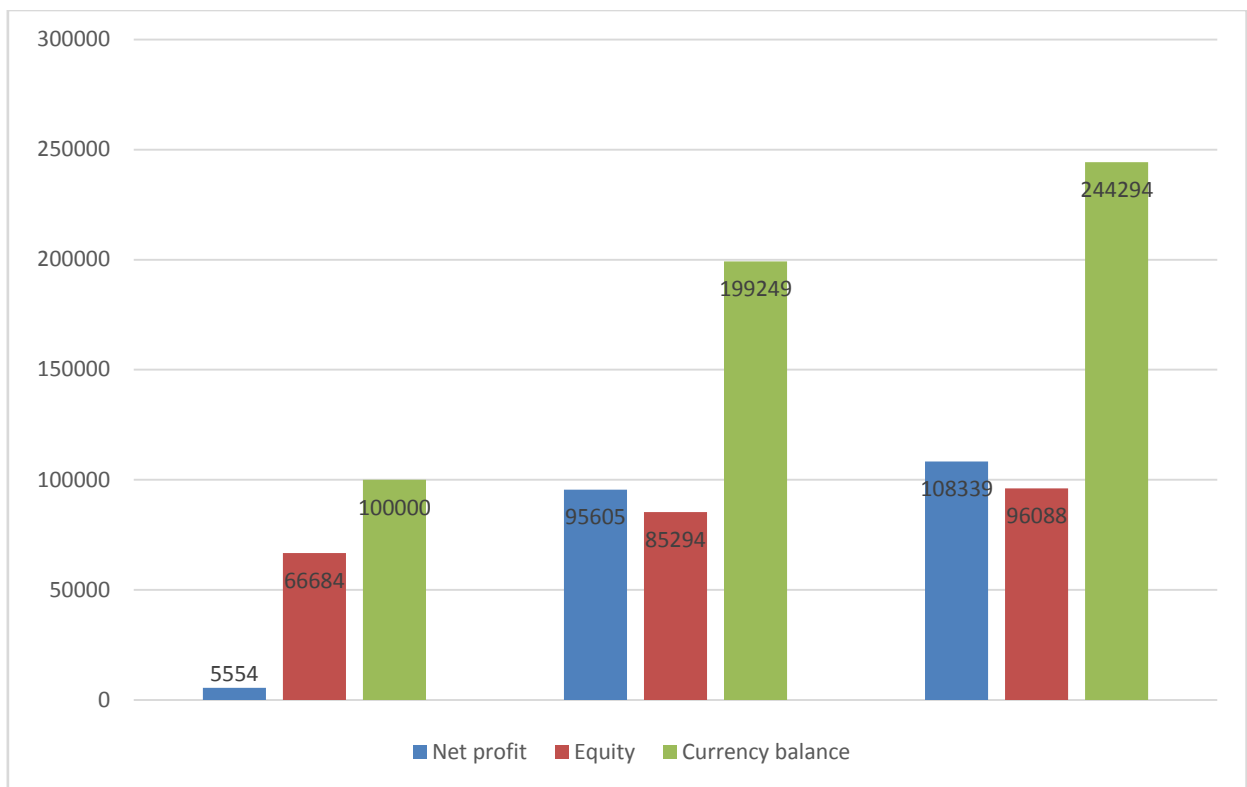


Figure 2.1 - Dynamics of the main indicators of “RODOS-S” LLC for 2017-2019, thousand UAH [53]

The calculation of the coefficient of autonomy made it clear that in 2017 this value decreased by 0.3 units. This indicates a decrease in equity in total investments in “RODOS-S” LLC, which proves the growing dependence on

borrowed funds. This is due to the fact that a loan was taken in 2016 to buy a tractor.

Table 2.2 - Calculation of indicators of financial stability of “RODOS-S” LLC for 2017-2019 [53].

Indicator	Year			Diviation, (+, -), in 2019, to 2017
	2017	2018	2019	
Coefficient of autonomy	0,7	0,4	0,4	-0,3
Funding ratio	0,6	1,1	1,3	0,7
Coefficient of financial dependence	1,5	2,3	2,5	1
Coefficient of financial stability	1,8	0,9	0,9	-0,9
Equity maneuvering ratio	0,3	0,7	0,7	0,4

The organizational structure of the company is presented as follows:

- logistics department;
- transport department (own cars);
- department of international transport;
- technical control department;
- accounting department;
- legal department.

The logistics department is responsible for:

- designing and developing of logistics systems;
- development and implementation of methodological and regulatory materials on logistics for specific departments, defining functions and operations;
- control of application of the developed methodical and normative materials;
- development of forms and methods of reporting;
- participation in the process of forming a budget for logistics;
- analysis of logistics costs and logistics costs;

- analysis of the balance of cost and efficiency of logistics operations of the enterprise;
- coordination and direction of financial flows related to logistics processes;
- coordination of document flow of logistics processes;
- coordination of the department's interaction with other departments;
- timely provision of vehicles with minimal costs.

2.2 World experience and prospects for the development of transport and logistics systems

One of the main trends in the development of modern economic relations is the transition of priorities from the market of the manufacturer to the market of the buyer. In this regard, the ability to combine production and planning system with individual consumer preferences is becoming a major factor in competition and the economy of the future.

As a result, drastic changes in customer preferences and their demands for quality delivery of products lead to the need to reduce the time and volume of deliveries, minimize reserves of time and materials.

Perhaps the second function is to strengthen integration processes between countries, especially in the context of WTO enlargement, when it has become possible to find products in countries with cheaper labor and lower tax rates, and the development of international trade opens access to cheaper resources.

As a result, we have a total world GDP of about 31 trillion USA dollars - at the beginning of the XXI century, world direct exports of goods exceeded 6 trillion USA dollars, and exports of services - 1.8 trillion. In turn, the share of components coming from other countries in the framework of international cooperation increased only in mechanical engineering from 18% in the 1980s to 50% in 2005, and 18/52% in Germany, England - 23/48% , Japan - 14/39%, France - 22/49%, Sweden - 13/44%, Holland - 26/61%, Belgium - 23/41% [50].

In 2013, the European Commission developed a "Action Plan", which consists of four areas of work:

- traffic safety;
- freight transport logistics;
- control of transport policy in Europe;
- intelligent transport systems.

Also, the main tasks provided by typical transport and logistics complexes of the EU were identified, namely:

- attracting large private investments in the implementation of projects;
- construction of high-tech, industrial and warehouse facilities, as well as complex infrastructure for roadside services;
- creation of the newest and effective engineering, communication and information systems;
- introduction of modern information technologies for tracking deliveries, optimizing car loading, conducting information exchange, accounting and document management according to established international standards and norms;
- improvement of customs control procedures, registration and control of cargoes and vehicles, bringing them in line with international practice;
- involvement of major forwarding companies specializing in the delivery of goods through information networks and terminal technologies for the organization of transport processes and contract logistics;
- creation of a more efficient distribution network for the development of large retail structures and networks, as well as warehouses for wholesale and retail wholesale of goods, which is focused on activating and legalizing the trade and purchasing business of private businesses [35].

According to world experience, the creation of a national logistics organization with all the characteristics of 3-4 PL-providers is almost impossible without state support, given the interaction with government agencies, including

customs, partnerships with host organizations and other participants providing logistics processes.

In addition, public authorities should focus on solving those problems that are under their control. This is the development of joint logistics development programs taking into account a range of economic, transport, environmental, social and other factors, as well as methodological support, while improving and monitoring compliance with norms and rules of equipment and operation of terminal facilities, etc.

2.3 Competitive positions of the transport and logistics company in national and international markets

Competitiveness is a complex concept that implies more than one level of competitive advantage. The study of the competitiveness of the transport and logistics company in the economic situation in Ukraine, allows us to consider it as a comprehensive description of potential opportunities that will provide competitive advantage in the future. The sources of competitive advantage today are the progressive organizational-technological and socio-economic base, as well as the ability to analyze and timely implement measures to strengthen competitive advantage.

Various approaches are used to determine the company's competitiveness. Analyzing and summarizing the existing information of transport and logistics companies, we can give the following definition: competitiveness of the enterprise is the ability of the enterprise to ensure higher production efficiency, profitability of its services and even fuller customer satisfaction compared to competitors in a given period and market.

Determining the parameters of competitiveness of goods and enterprises in the international market depends on the influence of external and internal factors.

Ukraine has a well-developed network of public roads with a length of 173.5 thousand km, including 165.1 thousand km of solid surface. According to the Ministry of Infrastructure, the number of international highways (about 8,200 km), 22% in good condition, and 68% in satisfactory condition. For national roads, these figures are 19% and 62%, respectively, but for regional roads - only 10% and 50%. In conclusion, we can say that the internal highways need serious modernization.

The State Budget for 2017 allocated UAH 6.8 billion for the development and maintenance of public roads, and the same amount was set in the state budget for 2018. In many respects the volume of freight traffic depends on the condition of the roads. According to the State Statistics Committee for 10 months of 2017, this figure increased by 14.8% [55].

Trucking is divided into two main types: domestic and international, performed by Ukrainian operators. And now most carriers are interested in both directions, however, market conditions or the state of the fleet do not allow many to work on external routes.

External criteria are objectively determined by the external environment. These include: the level of competitiveness of the country in which the product / service is manufactured, the level of competitiveness of the industry, the possibility of competition among competitors, the strength of competition among substitute goods (in our case - independent transportation of goods), contact audience activity, market capacity, and policy states.

Considering the internal factors of competitiveness, we can highlight the rationality of the organizational system, staff work, the progress of information technology, the progress of technological processes, the availability of working capital in enterprises, the level of management and others. If the organization has almost no influence on external factors, the internal ones are almost completely determined by the company's management. To ensure a stable competitive position of services in Ukraine and abroad, the organization's management must very effectively influence the internal factors of competitiveness of their services.

On the example of the logistics company "RODOS-S" LLC, we can say that it competes with its "colleagues" in two qualities:

- 1) As the owner of vehicles and as a representative of forwarding services
- 2) There is a threat of new competitors.
- 3) The threat from substitutes is not significant.
- 4) The transportation industry can be attributed to an industry with a sufficiently high, prone to increasing level of competition.

Among the main features of the logistics business are the following: demand; small start-up investments; good pay; lack of special requirements, licenses and permits for activities. However, it should be noted that in the process of concluding contracts for transportation with the customer, you need to take into account the type of cargo, because some deliveries are strictly regulated by law and there is a long list of authorized goods.

The logistics market is not very developed yet, and now the demand exceeds the existing supply, which gives great opportunities to beginners in this field. However, it should be borne in mind that logistics is a very serious and responsible industry, so many companies choose already tested, leading companies in the market. Large logistics organizations have the ability to provide cargo insurance, ensuring the safety of goods to the customer. So that a start-up company is rarely able to provide large-scale services, its main advantage may be lower cost of services and quality performance, which in the near future will make a newcomer a full participant in the transport and logistics market.

In the market of international road transport there are 25 thousand cars that are members of the organization, and another 8 thousand cars of carriers that are not members of this association. The total number of cars in the market of transport services exceeds 131 thousand.

The big market players can be considered "Service Service 1", "Europe Trans LTD", "Trans Logistics", "Orlan Trans Group", they are the face of the transport and logistics business at the national and international levels.

Large companies that are competitive are mostly engaged in the transportation of grain crops. Such agro-industrial complexes as: "Kernel", "Santrade" (Bunge), "Glencore", "Delta Wilmar", and representatives of trade: "UGTC", "Agrochim-partner", "MNT-agro", "BSK-Ukraine" etc. use the services of transport and logistics companies.

Companies develop an action plan to provide the necessary amount of transport for harvesting crops, calculate tariffs based on fuel prices. After clearing the fields, thousands of tons of cargo are sent to elevators and warehouses.

Thanks to a well-developed system of agricultural complex, Ukraine can export large volumes of different crops:

- corn - 17.8 billion tons for 2.86 billion dollars (China - 16.4%, Egypt - 13.6%, the Netherlands - 12.2%);
- wheat - 17.2 million tons for 2.83 billion (Indonesia - 13.3%, Egypt - 11.8%, Bangladesh - 8.7%);
- barley - 4.3 million tons for \$ 0.64 billion (Saudi Arabia - 41.2%, China - 19.3%, Libya - 6.6%) [55].

In addition, in recent years there has been a tendency to increase the radius of transportation for the delivery of grain and other goods to ports, including due to the aging of the fleet and their lack. By the summer of 2018, cars have become quite competitive with railways, even at distances up to 800 km.

The second section shows the financial and economic results of "RODOS-S" and a list of services. The financial stability of this enterprise, relatively high profitability and availability of resources are given.

The main trends inherent in the company in recent years in the context of providing services in Ukraine and abroad are analyzed. Examples were given and the most common criteria for evaluating logistics systems in enterprises were analyzed. The issue was considered from both sides, both the producer and the consumer of services.

The second section of the qualification work defines the parameters of competitiveness of goods and enterprises in the international market. An interesting modern approach to assessing the effectiveness of all operations aimed at customer satisfaction was mentioned, namely the concept of perfect order.

The section outlines the approaches to determining the competitiveness of companies and analyzes the competitiveness of transport and logistics companies in Ukraine. Examples of cooperation with representatives of agro-industry and export of national cultures are given.

3 CURRENT PROBLEMS OF LOGISTICS BUSINESS DEVELOPMENT IN UKRAINE AND SEARCH FOR WAYS TO SOLVE THEM

3.1 Problems of transport logistics: practical experience of Ukrainian enterprises

There are difficulties in any serious business, unfortunately they cannot be avoided, but they must be overcome. To overcome the problems, consider the main difficulties of transport logistics.

First of all, it is not high-quality transport service. Many companies resort to external carriers, very often these are ordinary transport organizations, whose management does not think too much and for a long time about optimizing the delivery process. Naturally, the efficiency and quality of their services do not always meet high standards. If you still decide to use outsourcing, it is better to turn to logistics operators - companies that can perform several logistics functions (transportation, forwarding, etc.).

The next point is vehicle wear. Unfortunately, sooner or later any technology will wear out, which is why you need to determine when it is best to sell or use it

in some other operations to optimize your costs. There are many methods for calculating depreciation, but which one to choose each company determines based on their tasks and needs.

One of the most important problems of transport logistics is to ensure the integrity and safety of cargo. Unfortunately, this is not always possible, so in such cases can partially save the insurance of a particular cargo. Of course, the cost of damage is rarely repaid in full, but still it is much better than nothing. the main thing is that the insurance of the goods was not minimal and as it deserves.

Very often the ability of the vehicle used for transportation is underutilized, most often due to the reluctance or fear of the company's management to "contact" several senders immediately. Meanwhile, pre-loaded cargo is a significant increase in the carrier's profit and it also has a chance to reduce the price of shippers, which will also have a positive impact on the company's image.

Very often problems of transport logistics arise when there is a need to organize the interaction of different modes of transport.

First, delivery conditions are significantly increased. Secondly, such transportation is much more difficult to control and at any stage the cargo can fall victim to force majeure.

Not a few difficulties can arise when building a transport route. For example, in the days of the Union, drawing up the optimal route was not a serious problem, but much has changed with the collapse of the country. Republics became independent states, travel in each of which acquired its own specifics. Currently, the situation is more or less stabilized, there is certainty, but when compiling the route today should take into account many factors, because it is not always possible to deliver the goods in the fastest and most convenient way.

In order for the cargo not to get stuck on the road, it must be carefully controlled, and unfortunately, even the latest computer developments in this area can not completely solve the problem of monitoring transport logistics. This applies to almost all points: tracking the load, communication with the driver

(especially when it is in another state or already at customs), determining the exact location of the car and more.

Since we are talking about the use of modern technologies in transport logistics, we must note a certain lack of knowledge about software. There are not many specialized programs on the market, but hardly any normal objective analyst finds their advantages and disadvantages. Given the decent value of these programs, it is not surprising that most companies rarely go to buy them. The solution to this problem of transport logistics largely depends on software developers, because they need not only to create a quality product, but also to convey in an appropriate way their benefits and explain the differences from such packages. As a result, all parties should benefit, for example, the developer sells his goods, the logistics company receives the necessary "weapons", and people - already the opportunity to send their cargo on more favorable terms.

3.2 Prospects for development and ways to increase the efficiency of transport and logistics business in the world economy and in Ukraine

The development of the market of transport and logistics services should allow Ukraine to take full advantage of its advantageous geographical location and increase the transit of goods across the country, create new jobs and increase foreign exchange earnings. Usually the services of enterprises are provided by rail and road; air transport and clear cooperation with freight forwarding organizations.

Logistics, in fact, today is becoming one of the qualitative elements of the transit potential of the country. The development of the information and logistics segment and the creation of multimodal transport and logistics centers in the logistics and transport infrastructure will increase the competitiveness of transport services.

To increase the efficiency of the national logistics system must solve a number of important tasks:

1. A single transport and logistics system should be created by the method of private-public partnership.

2. It is necessary to ensure the inflow of foreign investment in this sector of services, namely through the construction of logistics centers, and the transfer of land to foreign investors. With the advent of multinational corporations and their advanced strategies and technologies, a stable and successful market for logistics services will be created.

3. Significantly expand the range of transport and logistics services (including planning, control, management and delivery) with the active use of external resources of logistics services (3PL technology) in the international market.

4. To ensure the management of production, service and information flows that are designed to manage the promotion of goods and their sale in the country of destination, it is necessary to open overseas multifunctional logistics.

5. To form a positive image of national providers of logistics services in the international market, using the experience of international transport and logistics companies in the field of customer-oriented marketing.

6. It is necessary to adopt the relevant regulatory framework for interstate intermodal transport, to unify the flow of documents.

7. A system for training highly qualified specialists in the field of 3PL and 4PL technologies and transport services should be formed within the framework of: permanent short-term seminar and training courses in logistics, as well as training in logistics at leading universities in Ukraine.

8. To create a national body that will be responsible for logistics in the country.

It should be noted that in the strategy market there are companies that focus on certain aspects of the enterprise, such as logistics, which is based on reducing the time of certain logistics operations (it seeks to provide the fastest delivery) and

focus on eliminating unnecessary time in the supply chain . The logistics strategy is based on increased productivity, namely, the maximum possible use of available resources. The transport and logistics growth strategy is based on the desire to save costs by increasing the scale of activities, namely by expanding the service of geographical areas to increase market share.

It should be noted that the application and selection of optimal logistics strategies can be done on the basis of three main parameters. These components include the parameters of planned logistics costs, because they will determine the financial support of the strategy. The parameter of the quality of logistics service (it will determine customer satisfaction when using the logistics system) and the company's income (these are the results of the logistics strategy).

Before you directly develop a program to optimize the company's transport system, you must first conduct a detailed study. This study will make the developed optimization program as complete as possible to use all opportunities to improve the efficiency of the transport system. Therefore, at the first stage it is necessary to analyze the components of the existing procurement system, namely:

- analysis of the feasibility of maintaining its own fleet;
- analysis of the structure and efficiency of transport costs;
- analysis of transport planning and its distribution;
- analysis of the selection system, and evaluation of externally involved carriers and freight forwarders;
- logistical examination of contracts with involved freight forwarders, and freight documents;
- cargo safety analysis;
- analysis of load density (efficiency in the use of cargo space of the car);
- analysis of the system of monitoring and control of vehicles;
- analysis of transport costs;
- analysis of the effectiveness of routes, their planning and delivery priorities;
- analysis of vehicles.

It is also necessary to make a number of definitions of the transport department:

- analysis of the structure of the department;
- analysis of information interaction within the department and other departments;
- analysis of the competence and motivation of the working staff of the transport department.

As a result of the above, it is possible to identify "bottlenecks" and problems in the transport system, as well as ways to further optimize. The most common societies face such problems as:

- Low quality of transport service (speed of delivery, its safety, security, etc.).
- Inflatable delivery costs.
- Inefficient use of vehicle volume.
- Reassessment of mileage and fuel consumption by drivers.
- Non-optimal traffic routes.
- Low level of information support of the transport process.

The main goal at the stage of development of the transport system is to increase the efficiency, transparency and controllability of transport and logistics processes of the enterprise.

The development of the transport system is the optimization of all the bottlenecks identified in the previous stage of the study. First of all, this:

- Optimization of the process of search and selection of involved carriers, development of evaluation criteria.
- Automation of transport loading process.
- Optimization of the control system, as well as car management.
- Optimization of the transport logistics system (alternative delivery methods, use of alternative modes of transport).

- Description and regulation of the system responsible for the exchange of information between participants in the transport process, as well as optimization of the motivation system of the transport department.

When building a transport system, it is necessary to develop the most optimal strategy and model of this system. In this direction it is possible to develop the organizational structure of the transport department.

The task is to calculate the optimal number of employees of the company with the definition of areas of responsibility and preparation of work instructions for each employee. It is also necessary to take care of the development of employee motivation system, considering the most effective combined payment system today.

As for the choice of the best route for the transportation of goods, it is necessary to develop the most optimal scheme of delivery of goods. It is necessary to determine the type of vehicle that will be considered optimal for a particular car. In the case of multimodal transport, a decision is made as to which types of vehicles are more appropriate for use in the delivery process.

At the stage of determining the model of delivery of goods, depending on their type, the weight should be focused on the assessment of more efficient receipt of goods. To do this, you must specify the standard unit of shipment for each product to decide how appropriate it is to deliver the product in large quantities simultaneously or gradually when consumed.

It is necessary to distribute products by classification, according to their priorities with a definition for each delivery period. Categories of goods for which overloading in consolidation warehouses should be an integral part of transportation in order to reduce financial costs should be identified, and a scheme for their delivery is being developed in the future.

Regarding the development of a model of work with external carriers and freight forwarders, it is simply necessary to establish the optimal number of

permanent and alternative participants, as well as standards and service criteria that apply to them.

It is also very convenient to develop a system for evaluating carriers and freight forwarders. On the example of "RODOS-S" LLC, it can be noted that the company has a base of contractors who have significant differences and comments on the work done well or not very well. The company tries to minimize the cost of its time, which is why it uses platforms to find customers (customers or carriers), which are conducted at an automated level. Examples of such sites are: "Lradi-trans", "Della", "DeGruz".

Among the most popular programs for optimizing transport logistics and remote staffing can be used:

1C: Freight Management Logistics - provides fast supply chain management, optimizes transport planning, automates CMR statements, manages tariff policy and resources for future flights;

ITOB: FMS Fleet Management - helps to comprehensively solve all management tasks of the transport unit, including schedules, operational management of repairs, insurance, drivers, salaries, business trips and control of fuel consumption;

ITOB: 1C Mobile Client - allows you to coordinate and control drivers and freight forwarders in real time.

All these solutions are developed on the 1C: Enterprise platform, this approach allows you to quickly and easily integrate them with any 1C program, using a universal data bus of corporate service, creating management systems for corporate transport logistics.

Logistics is considered as the main tool for cost optimization along the entire path of material resources and, therefore, is an important tool for increasing the competitiveness of modern enterprises.

The transport and logistics sector of the world economy is developing in line with the dynamics of global industry and trade, as well as the expansion of global distribution networks.

Due to the fact that large companies prefer to outsource logistics in part or in full, there is a tendency to strengthen the position of companies with a developed logistics network, which is a series of services and a wide geography of business internationalization.

There are currently a number of problems in the transport and logistics business, including a lack of specialists, underestimation of the importance of logistics and lack of understanding of its practical use by conservative business leaders, lack of regulatory framework and incomplete compliance with government needs.

The development of the information and logistics segment in Ukraine, as well as the expansion of the presence of multimodal transport and logistics centers will increase the competitiveness of transport services of the national economy.

The choice of logistics strategy of the enterprise in modern business conditions is a very complex process of reconciling the need to minimize costs, provided to improve logistics services and maximize revenue, as well as increase competitive advantage. Accordingly, the choice of strategic direction will depend on the type of logistics system, available material resources and business strategy of the company itself. The effectiveness of the choice of a strategy will be determined by the dynamics of revenue growth and improving the quality of logistics services and customer satisfaction. There will be prospects in this direction for further research of practice, application of logistics strategies by Ukrainian societies in modern post-crisis realities.

CONCLUSION

Thus, considering in detail the position of the transport and logistics business in Ukraine, we can say that logistics is integrated and lasts from the moment of demand for goods or services to the moment of meeting this need. Logistics is defined as the joint and joint activities of different companies to integrate all the processes associated with achieving the goal of their business.

All its functions and operations must be planned, managed and coordinated as a whole. All processes that take place within individual functions are consistent with each other and thus create reserves to reduce overall costs. The basis of the integrated logistics system is formed by such important areas of business as procurement of raw materials, production, sales, material flows, transport, information, finance, as well as inventory management systems, quality, material requirements planning, etc.

Success in business depends not only on the results of an individual company, but also on its partners - contractors, suppliers, traders, distributors, carriers, freight forwarders, drivers, etc. The need to ensure the interconnection of different tasks, functions and processes requires a comprehensive, integrated and integrated approach based on the principles of logistics.

Ensuring large-scale coherence in the activities of both business and federal agencies, as well as science and education, can reduce costs across the country. This serves the interests of consumers and will be a real step towards increasing the competitiveness of Ukrainian goods and services.

According to the analysis, the scope of transport and forwarding companies and transport and logistics is quite large, and the ability of these enterprises to remain in the market and develop their activities over a long period shows the effectiveness and feasibility of such activities, so the development of transport and logistics business in Ukraine the most important task of today.

Due to the significant increase in trade turnover and distance of cargo transportation, as well as the total automation of both industries and industries, transport logistics will become more popular every year and bring a stable income.

This line of business has very good prospects, as Ukraine is one of the five world leaders in the production of oilseeds and oil exports. Unlike the transportation of conventional grain for export, the demand for the supply of sunflower to oil extraction plants is constantly growing. And this is taking into account the fact that this type of service is already in demand throughout the year.

Assessing all the advantages and opportunities of transport and logistics companies, as well as the prospects and profitability of this area of activity in general, we can conclude that today transport and logistics relations at the national level are quite high, despite the youth of this area.

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ANNEXES

ANNEXA SUMMARY

Savchenko D.V. The world market of logistics services: current trends and features of development. Qualification Master's Work. Sumy State University, Sumy, 2021.

The qualification work is devoted to the study of theoretical and practical aspects of the world transport and logistics business. Trends, scales and prospects of development of the transport industry are revealed. Factors of competitiveness of domestic logistics enterprises in world markets are determined. Attention is paid to material flows and processes of fulfillment of consumer orders, promotion of products in the country and abroad.

Recommendations for the development of a universal competitiveness strategy for logistics companies in the context of international business development are provided.

Keywords: international logistics, transport, products, strategy, competitiveness, industry, international business.

АНОТАЦІЯ

Савченко Д. В. Світовий ринок логістичних послуг: сучасні тенденції та особливості розвитку. Кваліфікаційна магістерська робота. Сумський державний університет. Суми, 2021.

Кваліфікаційна робота присвячена дослідженню теоретичних та практичних аспектів розвитку світового транспортно-логістичного бізнесу. Виявлено тенденції, масштаби та перспективи розвитку транспортної галузі.

Визначено фактори конкурентоспроможності вітчизняних логістичних підприємств на світових ринках. Приділена увага матеріальним потокам, та

процесам виконання замовлень споживачів, просування продукції по країні та за її межами.

Надані рекомендації, щодо розробки універсальної стратегії конкурентоспроможності для логістичних компаній в контексті розвитку міжнародного бізнесу.

Ключові слова: міжнародна логістика, транспорт, продукція, стратегія, конкурентоспроможність, галузь, міжнародний бізнес.

ANNEX B

Table B.1 - Liquidity indicators of “RODOS-S” LLC for 2017-2019 [53]

Indicator	Year			Deviation, (+, -), 2019to 2017
	2017	2018	2019	
Coefficient of coverage	2,4	6,7	5,2	3,0
Rapid liquidity ratio	1,2	5,3	2,4	1,3
Absolute liquidity ratio	0,2	2,8	1,5	1,3
Net working capital, UAH, thousand	20167,0	102748,0	106841,0	87663,7

Table B.2 - Calculation of indicators of financial stability of “RODOS-S” LLC for 2017-2019 [53]

Indicator	Year			Deviation, (+, -), 2019to 2017
	2017	2018	2019	
Coefficient of autonomy	0,7	0,4	0,4	-0,3
Funding ratio	0,6	1,1	1,3	0,7
Coefficient of financial dependence	1,5	2,3	2,5	1

Coefficient of financial stability	1,8	0,9	0,9	-0,9
Equity maneuvering ratio	0,3	0,7	0,7	0,4

Table B.3 - Characteristics of transport modes

Factors influencing the choice of mode of transport Type of transport	Delivery time	Frequency of shipments	Reliability of observance of the schedule of delivery	Ability to transport different loads	Ability to deliver cargo to any point of the territory	The cost of transportation
Railway	3	4	3	2	2	3
Water	4	5	4	1	4	1
Automobile	2	2	2	3	1	4
Pipeline	5	1	1	5	5	2
Air	1	3	5	4	3	5

Table B.4 - Factors influence on choosing the transport mode

Type of transport	Factors influencing the choice of mode of transport					
	Delivery time	Frequency of shipments	Reliability of observance of the schedule of delivery	Ability to transport different loads	Ability to deliver cargo to any point of the territory	The cost of transportation
Railway	3	4	3	2	2	3
Water	4	5	4	1	4	1
Automobile	2	2	2	3	1	4
Pipeline	5	1	1	5	5	2
Air	1	3	5	4	3	5
Note: the unit corresponds to the best value.						

Table B. 5 - Calculation of the excess of the total reduced costs of the railway variant of transportation over road, \$/t

Distance of transportation, km	The costs of rail transportation, RUB/t			The costs of road transport, \$/t			Exceeding the total costs of rail transportation over road, \$/t
	Expenses for operations are motor	Expenses for initial and final operations with cargo	The total reduced costs for all cargo operations	Transportation costs	Expenses for initial and final operations with cargo	The total reduced costs for all cargo operations	
200	80	400	480	140	100	240	240
400	160	400	560	280	100	380	180
600	240	400	640	420	100	520	120
800	320	400	720	560	100	660	60
1000	400	400	800	700	100	800	0
1200	480	400	880	840	100	940	-60
1400	560	400	960	980	100	1080	-120
1600	640	400	1040	1120	100	1220	-180
1800	720	400	1120	1260	100	1360	-240
2000	800	400	1200	1400	100	1500	-300