

Peculiarities of formation of marketing and logistic systems at modern enterprises of the building industry

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Abstract

The article discusses the peculiarities of formation of marketing and logistic systems at modern enterprises of the building industry.

Keywords: marketing, logistics, management, system.

1 Introduction

In the current conditions of production and tough competition, the development of construction enterprises is possible only if there are stable links and effective interaction of internal and external processes. Therefore, there is a need to manage interdependent processes in the markets of suppliers and consumers based on marketing information. Accordingly, increased attention requires, as well, the management of the movement of material and information logistic flows, ensuring the coordination of supply and demand for construction products.

2 Main part

In the system of scientific knowledge today you can find different opinions regarding the independence of marketing and logistics, or their close interdependence. The development of market relations determines the need to intensify research on the problems of systemic joint use of marketing and logistics as a unified process of meeting the needs of consumers. Insufficiently effective use of marketing integration, forms and determines the demand, and logistics, ensures the promotion of goods to the consumer, leads to inconsistencies in inventories and sales in the demand for goods, possible downtime due to disruption in supplies, higher prices for goods, logistics operations, consumers. That is, the creation of a single market of sellers and buyers with the priority of the latter is objectively necessary. In such a market, the manufacturer, intermediary and seller must fully consider the full range of customer requests and at the same time ensure the maximum possible efficiency of logistics operations, taking into account the specifics of the market. The organizations of the construction complex, as such, having a wide network of production links, for this purpose it is necessary to widely use effective logistic models, create systems for integrating marketing and logistics functions, and form integrated distribution and interaction systems with intermediaries in marketing channels. It is these problems that make it necessary to seek new ways of managing and organizing the

activity of construction enterprises. Perspective management concepts, through which you can radically change the situation, is the close integration of the concepts of logistics and marketing. However, as a result of the lack of a common methodology for an integrated system approach to the problem of optimization, logistics and marketing are rarely used in an integrated form.

The issue of finding new solutions is not only and not so much within the framework of marketing and logistics, as in the spheres of their intersection it is extremely relevant. It is in this direction that a systemic synergetic effect can be achieved [1]. The issue of disclosing the content of marketing logistics, concerns the interaction of marketing and logistics, has its own specifics. Logistics and marketing by goals and objectives are, in essence, parts of a single whole [2]. The links between marketing and logistics are so strong and intertwined that it is sometimes difficult to separate the spheres of interest of two key business concepts [1].

An integrated approach to the management of logistics necessitates its close link to the organization of production, marketing, financial activities of a construction enterprise. It is very important and a clear understanding of the prerogatives of logistics and marketing as applied sciences. For this, according to AN Gadzhinsky, it is enough to have answers regarding marketing and logistics on the following issues: object, subject, research methods, results and applied sphere of science. The fundamental difference between marketing and logistics is that marketing is mainly focused on external transactions of the enterprise, while logistics - on the internal. Thus, the interaction of marketing as a concept of market-oriented management and logistics as a flow-oriented management concept creates opportunities for improving the material and information utility and value of the goods for the consumer. At the same time, the functions of marketing and logistics intersect [3].

3 Conclusions

The marketing and logistics system is a complex system that is connected with the research and optimization of all types of flows of the construction organization that accompany the

physical movement of goods by the selected channel, the way from the producer to the end user with the purpose of complete, timely and qualitative satisfaction of effective demand, chains of distribution and commodity circulation [1]. The effectiveness of such a system depends on the magnitude of the effect obtained due to the achievement of the main objective of the marketing and logistics system, and on the magnitude of the total costs for the creation and operation of this system. Despite the fact that the construction industry is the most open system in comparison with other branches of

production, the functioning of marketing and logistics systems at construction enterprises should be viewed as a key element of a competitive market strategy. Taking into account the fact that marketing logistics is coordinating in relation to all actions that in one way or another are related to customer service, the introduction of the principles of marketing logistics and the formation of its system into economic practice requires the availability of a powerful information system without which it is impossible to effectively manage the construction business.

References

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