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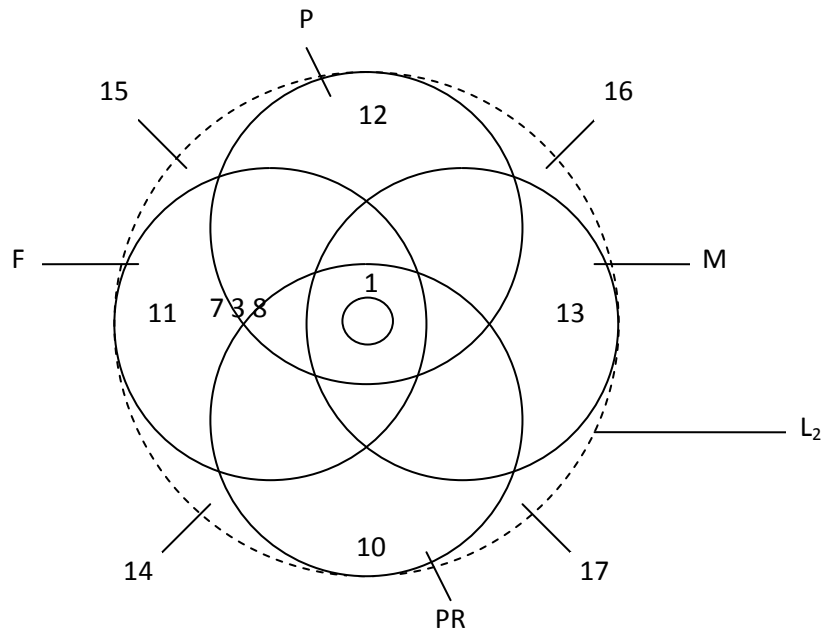
*Sobchyshyn V. M.,  
candidate of economic sciences,  
associate professor of the management department named after I. A.  
Markinoi, Poltava State Agrarian University*

## **INTERCONNECTION OF LOGISTICS STRATEGY WITH FUNCTIONAL STRATEGIES OF THE ENTERPRISE**

Logistics management of inventory purchases at the enterprises as a long-term and in the medium-and short-term time horizons inextricably linked with the implementation of the strategy (set of strategies) logistics of procurement. The functions of procurement logistics are processes of purchasing, shipping, receiving, placing and storage of inventory and their preparation for productive use in conjunction with transport logistics, stack logistics and logistics supply.

Logistics strategy, in our opinion, is the basis for the formation of functional strategies of enterprises (financial, production, marketing and personal recourses). For example, if certain types of strategies are functional, insofar as relating only to specific functional areas of the company in terms of enterprise activity [1, p. 354–355], then this item logistics strategy can be considered integrated, because it covers many functional areas in terms of the enterprise. That is, if the enterprise has chosen logistics strategy, then functional strategies are necessary to create and implement, based on enterprise's logistics strategy. Relationship of logistics strategy with functional enterprise's strategy is illustrated in Fig. 1.

Taking as a basis for phase structuring logistics of enterprise – supply, production, marketing [2, p. 98–99] – procurement logistics strategy can be considered a strategy for phase separation of general logistics strategy of sourcing enterprise.



*Symbols: F, P, M, PR – graphical interpretation in the form of closed circles appropriating financial, production, marketing and personal recourses strategies of the enterprise; L<sub>1</sub> – graphical interpretation of logistics strategies in case of small mutual financial, marketing and personnel resource strategies of the enterprise; L<sub>2</sub> – graphical interpretation logistics strategies in the event of complete mutual financial, marketing and personnel resource strategy; 1 – section, which displays the plane of interconsistency between financial, marketing and human resource strategies; 2, 3, 4, 5 – sections reflecting plane of interconsistency only of three among four functions (financial, production, marketing and personnel resources) strategies companies; 6, 7, 8, 9, – sections reflecting plane of interconsistency only of two among four functional strategies of the enterprise; 10, 11, 12, 13 – segments reflecting plane in which the strategies are not interconsistent; 14, 15, 16, 17 – segments reflecting plane of certain logistics strategy that have no reflection in the financial, manufacturing, marketing and personnel strategies.*

**Figure. 1. – Interconnection of logistics strategy with functional strategies of the enterprise**

*Source: developed according to [1, p. 354; 4, p. 24]*

The need of the enterprise for procurement strategy, according to P. Kraljic [3, p. 110], depends on the strategic importance of procurement activities, which can be expressed proportion of material costs in total costs, the complexity of supply market, measured in rare supply, rate of change in the technology of production of goods and (or) the emergence of substitute materials, barriers to exit the entry of new participants, logistics costs and monopolistic and oligopolistic business environment.

Thus, logistic strategy is a basis for forming enterprise functional strategies (financial, production, marketing and personnel). Logistic strategy is considered to be integrated because it includes many functional

areas of enterprise activity. Strategy of procurement logistics is a strategy of general logistic strategy of enterprise according to phase division.

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**Снівакова Н. О.,**

*старший викладач кафедри економіки та підприємництва,*

**Сумець О.М.,**

*доктор економічних наук, доцент,*

*професор кафедри менеджменту,*

*Харківський інститут ПрАТ ВНЗ «МАУП»*

**ОБ’ЄКТ, СУБ’ЄКТ І ДЕТЕРМІНАНТИ ЛОГІСТИЧНОГО  
МЕНЕДЖМЕНТУ**

Логістичний менеджмент на цей момент часу все більше і більше на практиці доказує свою дієвість у вирішенні господарських завдань і формуванні потужної конкурентної позиції суб’єктів господарювання на обраних сегментах ринку. Ефективне управління логістичними операціями і процесами в сферах матеріального виробництва і надання послуг населенню надає можливість підприємствам, фірмам і компаніям суттєво підвищувати результативність господарської діяльності [1-4]. Цей факт підтверджує актуальність застосування логістичного менеджменту організаціями різної галузевої належності.