

UDC 656

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TRANSPORTATION OF CARGO BY CAR IN A HIGHLY COMPETITIVE ENVIRONMENT

Road haulage is a key aspect of the logistics chain, from production, raw material supply, internal processes and delivery to customers through an extensive network of unloading points. Road transport is the main link that connects different businesses and is crucial in ensuring their efficient operation.

The role of road transport is not exaggerated, because the transport component occupies about 30% of the cost of production [1]. The use of road transport allows customers to receive products in the required size and at a certain time. However, these conditions force transport companies to operate with low profits. Freight costs increase even more when using imperfect product routes.

To ensure the profitability of freight in a highly competitive environment, companies are constantly looking for innovative solutions that will reduce operating costs. This search is due to the development of production and technical base, warehousing, freight technology and improving the information interaction of participants in the transport process.

The level of competitiveness of motor transport enterprises significantly depends on the transformation of approaches to changes in management. These changes can affect the efficiency of the enterprise and identify promising areas for identifying factors that will directly affect the competitive advantage of the enterprise. The implementation of measures will help reduce the risks that arise during the transportation process and increase the benefits through the use of innovative solutions in the modeling of route networks.

There is an objective need to find cost-effective ways to deliver goods in the shortest possible time, as a way to ensure a competitive position among carriers. Among the list of factors that can negatively affect the delivery time is the use of irrational route networks. Therefore, there is a need for the formation of rational

routes that will ensure the optimal sequence of delivery to delivery points with a known volume of cargo, at which the efficiency of this process will be optimal.

REFERENCES

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