

*R.G. Prozorov, postgraduate student*¹

Institute of Animal Science NAAS

THE OUTSOURCING CENTRES CREATING AS AN INSTRUMENTALITY
OF IMPROVING THE EFFICIENCY OF THE DAIRY INDUSTRY

The purpose. One of the most pressing problems of agricultural development Ukraine regions is the issue produced in small forms enterprises of agricultural sales products. Agricultural products sales by far the main problem which faced the farms and households. Just impact of these factors, on our options, recognizing the need to review the conditions of logistics outsourcing center establishment at the intersection of material flows in the region.

Keywords: outsourcing, logistics system, logistics, dairy cattle, costs.

The relevance of the logistics systems formation due to the development of Ukraine agriculture and the changing priorities of the entity. Necessary for enterprises is the rationale and practical implementation of advanced management approaches to optimize their functioning. Among these approaches prominently ranked logistics. Use tools to improve internal logistics allow and establish a favorable environment management of agricultural enterprises. It is the use of outsourcing – as a kind of logistical activities'll provide third-party enterprises, as participants in the logistics channel to perform various multiple logistic function.

The purpose of research – to determine the impact of outsourcing to reduce logistics costs farms dairy industry

Research methodology. The study used the following methods and techniques: monographic, statistical and graphic - for integrated studying economy by outsourcing various logistics functions the schematic - to identify the main types of functions and outsourcing.

¹ Supervisor - Doctor of economics science, professor, corresponding member of NAAS
O. V. Ulianchenko

Results of research. Up to date logistics as science organization and methodically developed and distributed, especially in large government projects, trade, storage, in transport and agriculture. Unfortunately, in relation to the livestock industry, including dairy farming, large-scale development and implementation of the principles of logistics we have not found.

Use tools to improve internal logistics allow and establish a favorable environment management of agricultural enterprises.

Theoretical aspects of the current state and trends of the logistics attracted the attention of many researchers, among which should be noted: B. A. Anikin, M. A. Hadzhynskogo, S. M. Dimarchuka, E. V. Krykavskogo, R. R. Lariyna, M. A. Oklander, U. V. Ponomarev, O. M. Sumca, O. D. Trydida, N. I. Chukhray, et al. Formulated in their writings concepts, regulations, conclusions and recommendations has an important place in the modern theory of logistics and allow to understand the complexity of the defects and solving logistical problems in agricultural enterprises.

Present stage of development characterized by the creation of the logistics of a large number of professional organizations, the services that are increasingly began to turn agricultural enterprises. This is because the application of logistics significantly increases productivity both in circulation and in production.

In view of the development and changes in agriculture Kharkiv region that took place over the last twenty years, at present existing 1969 registered farms, of which 1,220, or 62% of farms.

Over the last twenty years, these farms have made a significant contribution to the development of the agricultural sector, increased their importance in shaping the food resources of the state.

However, under current conditions of the market economy is needed agricultural enterprises achieve stability in the market and consolidate its position among competitors. Solving this problem is connected with the most important problem of Ukraine agricultural regions with the sale of agricultural products when the process of production and sales occur a number of challenges for efficient and

effective solution, which must follow logistics basic – the rules "7R". That is, in our opinion, determines the need to establish a logistics outsourcing center in the intersection of material flows in the region. The essence of outsourcing is to increase the efficiency of agricultural enterprises through the transfer of certain functions to perform external organizations to optimize all resources and focus on core businesses. Conventionally, outsourcing can be divided into two types: commercial and business process outsourcing (Fig. 1).

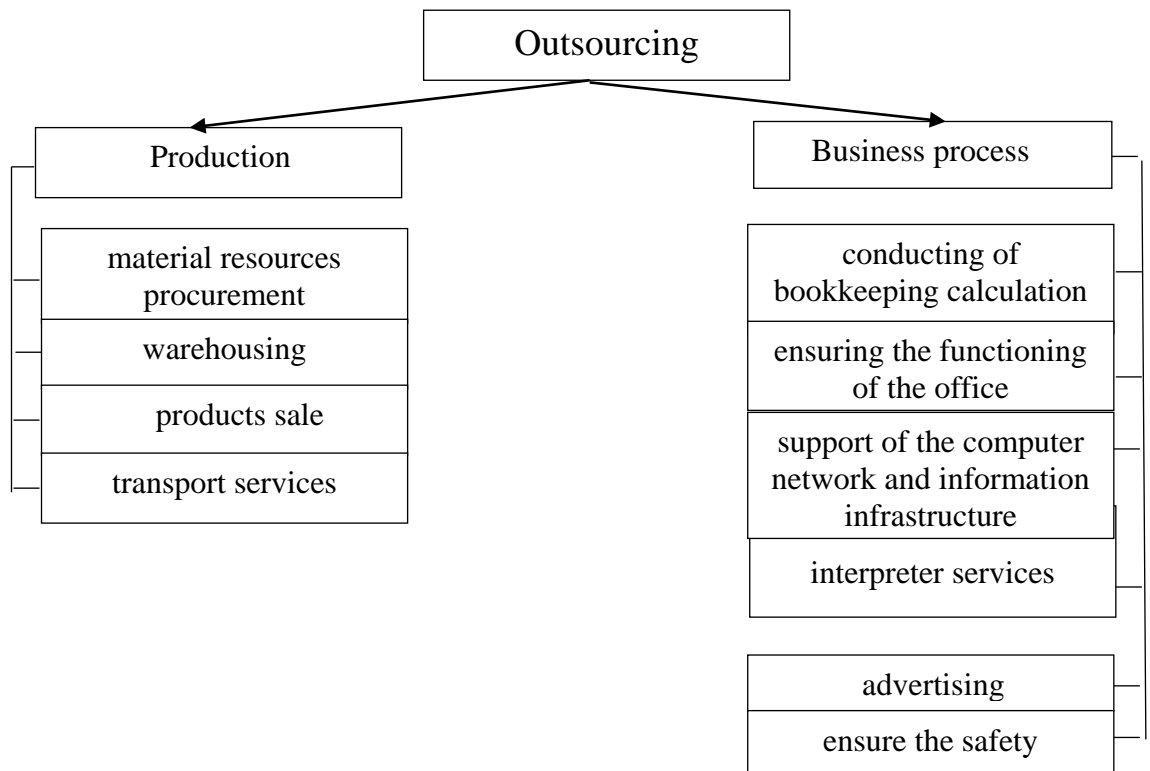


Figure 1. Types and functions outsourced

Source: author generated

Investigated, that the decision to use outsourcing increases the efficiency and quality of customer service, reduce costs, increase flexibility activities, focusing on its main forms, prevents the need for additional investment, reduces certain risks and more. Using outsourcing company can significantly reduce costs, in particular by reducing logistics costs (Fig. 2).

According to foreign companies reduce logistics costs by 1% is equivalent to 10% increase in sales. Overall, the cost of logistics enterprises ranging from 5 to 45%, depending on the volume of sales, the type of specialization, geographic scope of activity and the ratio of weight and price characteristics of material and

finished products. The share of logistics costs increased due to complications supply chain, changes in orders, increase customer requirements for quality of service and more.

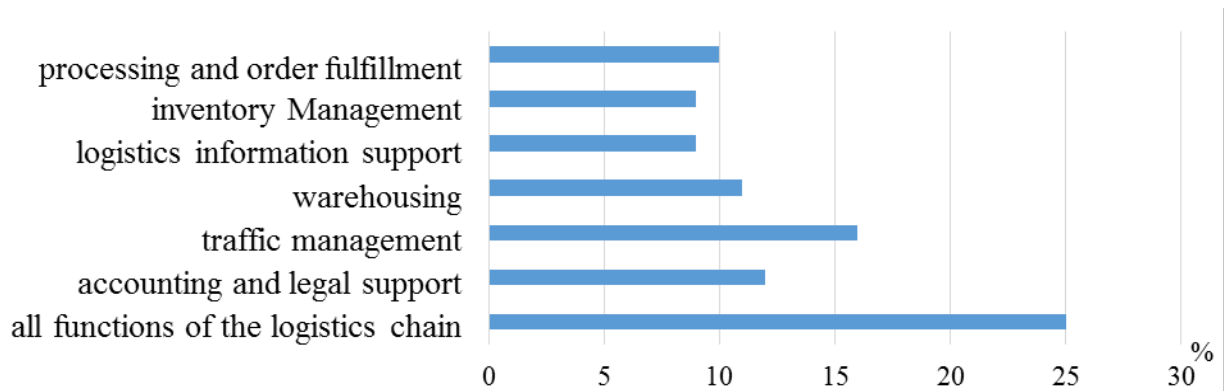


Figure 2. Save when outsourcing various logistics functions

Source: author generated

For make an informed decision on how to optimize logistics processes in the enterprise by implementing logistics outsourcing should take into account its potential advantages and disadvantages in terms of the main functional areas of logistics enterprises (Table 1).

Table 1

Advantages and disadvantages of outsourcing in the functional areas of logistics

Functional field of logistics	Benefits transfer function	Disadvantages transfer function
<i>Supply</i>	<ul style="list-style-type: none"> - Improving relationships with suppliers; - No long and expensive process of supply; - Reduction of costs due to the presence of the supplier of scale, the effect of experience 	<ul style="list-style-type: none"> - Possible disruptions in the supply of providers fault or due to problems of information exchange; - Increase costs by sourcing, supplier management and control
<i>Production</i>	<ul style="list-style-type: none"> - The preservation of their own power and their focus on key elements of the production process; - Improvement of ROI (rate of return) and EVA by reducing the equity in the balance sheet 	<ul style="list-style-type: none"> - Reduction of quality control in the chain adding value; - Know-how and technology are out now
<i>Sale</i>	<ul style="list-style-type: none"> - Reduced transportation and storage costs; - No need to own large storage areas; - Reduced transportation costs and the costs of sorting, packing, packaging, - More efficient study of consumer demand 	<ul style="list-style-type: none"> - Weakening contacts with the customer, provided logistics provider unfair performance of their duties;
<i>Warehousing</i>	<ul style="list-style-type: none"> - No need for additional investment to construct, equip and maintain storage facilities; 	<ul style="list-style-type: none"> - The inability to control the condition, storage conditions and the number of products (materials) in warehouses
<i>Transportation and Forwarding activity</i>	<ul style="list-style-type: none"> - The accumulated experience of the logistics provider infrastructure, specialized skilled personnel; - No need to have their own car park and maintain it 	<ul style="list-style-type: none"> - There is a risk of low-quality transportation; - Possible unfair overestimation of transport tariffs, etc.

	- Increasing the efficiency of transport operations; - Lack of investment in software	
--	------------------------------------------------------------------------------------------	--

Source: author generated

Conclusions

Outsourcing as a concept to reduce costs in the enterprise is an essential element that affects the efficiency of companies operation and their competitive position. Logistics outsourcing is concentrated primarily on the selection of the enterprise logistics functions, which in terms of the enterprise is ineffective, and transfer them to other specialized subjects (usually logistics operator). Using outsourcing schemes for domestic enterprises can significantly enhance the functionality of enterprise logistics system through transfer of benefits autouseru. Taking into account significant risks associated with the use of outsourcing in need further elaboration question of assessing the economic efficiency of its implementation in enterprises and the development of interaction mechanisms of the client and vendor outsourcing.

Bibliography

1. Anykyn B.A. Autospynh: sozdanye visokoøffektyvnykh i konkupentospo-sobnykh ophanyzatsyy: Ucheb. posoby / Pod ped. ppof. B.A. Anykyna. — M.: YNFPA-M, 2003. – 187 s.
2. Holdsby T. Berezhlyvoe proyzvodstvo i 6 syhm v lohystyke: ruk. po optymyzatsyy lohystycheskykh protsessov / T. Holdsby, R. Martychenko. – Mynsk : Hrevtsov Pablysher, 2009.
3. Anykyn B.A. Lohystyka: Uchebnyk dlya studentov vuzov. / B.A. Anykyn; V.V. Dibskaya, A.A.Kolobov, Y.Y.Omel'chenko.– M.: YNFRA-M, 2005.
4. Derzhavna sluzhba statystyky Ukrayiny [Elektronnyy resurs]. — Rezhym dostupu: <http://ukrstat.gov.ua/>
5. Engell D. Logistic Optimization of Chemical Production Processes//WILEY-CH Verlag GMBH&Co.KGaA, 2008.

СОЗДАНИЕ АУТСОРСИНГ-ЦЕНТРОВ КАК СРЕДСТВО
ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ ПРЕДПРИЯТИЙ МОЛОЧНОЙ
ПРОМЫШЛЕННОСТИ. Р.Г. Прозоров, аспирант Институт животноводства
НААН

Ключевые слова: аутсорсинг, логистическая система, логистика, молочное скотоводство, издержки.

Одной из наиболее актуальных проблем развития сельского хозяйства регионов Украины вопрос сбыта сельхозпродукции, произведенной малыми формами хозяйствования. Реализация сельскохозяйственной продукции на сегодняшний день является главной проблемой, с которой сталкиваются сельскохозяйственные предприятия и хозяйства населения. Именно влияние этих факторов, по нашему мнению, определяет необходимость рассмотрения условий создания логистического аутсорсинг-центра в местах пересечения материальных потоков в регионе.

THE OUTSOURCING CENTRES CREATING AS AN
INSTRUMENTALITY OF IMPROVING THE EFFICIENCY OF THE DAIRY
INDUSTRY. R. G. Prozorov, postgraduate student Institute of Animal Science
NAAS.

Keywords: outsourcing, logistics system, logistics, dairy cattle, costs.

One of the most pressing problems of agricultural development Ukraine regions is the issue produced in small forms enterprises of agricultural sales products. Agricultural products sales by far the main problem which faced the farms and households. Just impact of these factors, on our options, recognizing the need to review the conditions of logistics outsourcing center establishment at the intersection of material flows in the region.