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в изданиях НИЦ "Социосфера"



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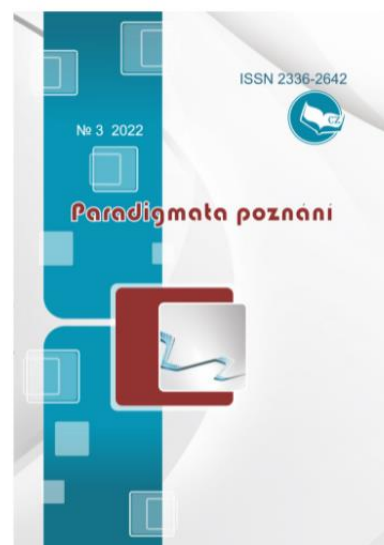
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## IX. COMMUNICATION PROCESSES IN THE ECONOMY



### MATERIAL SUPPLY MANAGEMENT AT THE ENTERPRISE

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**Summary.** The article observes that the procurement is the initial link of most organizations, and the indicators of the entire production and economic activity of the enterprise depend on the effectiveness of its functioning. The main task of the supply bodies of the enterprise is the timely and optimal provision of production with the necessary material resources. Supply service workers must constantly study and take into account the most economical form of commodity movement, optimize stocks, reduce transport and storage costs.

**Keywords:** procurement; supply chain management; supply chain; flow of goods; distribution.

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Analysis of available sources has shown that the management of supplier markets has undergone significant changes over time. In general, authors do not use the term “material supply”, the term “supply chain management” is used, which generally contains the concept of material supply.

So, supply chain management is the organization, planning, control and regulation of the flow of goods, starting with the receipt of an order and the purchase of raw materials and supplies to ensure the production of goods, and then through production and distribution, bringing it to the end consumer with optimal resource costs in accordance with market requirements.

The term “supply chain management” was first coined by Keith Oliver in 1982. However, such a concept acquired its weighty significance long before that, at the beginning of the 20th century. This is primarily associated with the creation of mass production using various equipment (machine tools, assembly lines, etc.).

In the context of this study, it is the logistics management that interests me. In general, I would like to note that the material supply in Western countries and post-Soviet countries developed in the same direction, but at different rates and at different times.

Lambert Douglas in his work "Supply Chain Management: Processes, Cooperation, production" (2008) notes that at the end of the 1980s the era of globalization began, which was characterized by the attention paid to global systems of relationships with suppliers, and the expansion of supply chains beyond national borders and to other continents. Although the use of global sources in the supply chains can be traced back several decades (for example, in the oil industry), it was only in the late 1980s that a significant number of organizations began to integrate global sources into their core business. This means that the

material supply began to look for an alternative on the world market, more profitable, high-quality and affordable.

The era of specialization: outsourcing production and distribution. In the 1990s, companies began to focus on “core competencies” and specialization. They abandoned vertical integration, sold non-core operations and outsourced these functions to other companies. This changed the management requirements, as the supply chain went beyond the company, and management was distributed among specialized supply chain partnerships. This was characterized to a greater extent by the fact that it was enough for the factory to be engaged in the production of its product, “specially trained people” were engaged in the supply of materials for manufacturing and distribution channels.

In general, the same trend in material supply remains to this day: it is much easier to outsource this direction and not worry about the insecurity of production or organization.

Now I would like to consider the development of supplier market management in the post-Soviet space. I would like to note the main direction reflected in almost every scientific work – the transition from a planned to a market economy.

The market economy, in contrast to the planned one, is characterized by a variety of logistics mechanisms. Qualitatively, they can be divided into two groups – centralized mechanisms and decentralized mechanisms. In the mechanisms of the first group, the consumer enters into a contract for material and technical support with a specialized organization, which undertakes to ensure the supply of materials and components in the required time and in the right quantity. In the mechanisms of the second group, the consumer enters into a contract for the supply of materials and components directly with manufacturers or trading firms.

Naturally, in a market economy, consumers have freedom of choice and choose the mechanism that is more profitable. When choosing a centralized supply chain, the consumer pays more for the products, however, the organizational costs of concluding contracts are usually much less. Therefore, the organization must set agreed prices for products so that, on the one hand, it does not lose customers, and on the other hand, it does not work at a loss.

Material and technical supply is a set of measures aimed at providing the organization in the required quantity, on time and at the lowest possible price with high-quality resources provided by reliable suppliers to increase the competitiveness of manufactured products [1, p. 150].

The main purpose of material and technical supply management at the enterprise is the planning and organization of control of the main production, with the need for optimal acquisition and distribution of material resources in the production process in a certain time mode with minimal costs.

At the stage of managing material and technical flows, it is necessary to make decisions that allow combining the interests of customers and supplier en-

terprises. Creation of a flexible, operational system of centralized regulation and control over the production of products with the necessary material resources.

Management of the processes of promotion of material flows is based on: control over the direct promotion of material flows, loading and unloading; monitoring of procurement plans and taking necessary measures in case of their violation; operational control of product acceptance and the direction of material flows to workplaces [2, p. 234].

The process of materials management in procurement logistics is considered from two points of view: regular analysis and management; organization of the supply of material resources in the company (supply management).

The procurement process can be characterized by the following stages:

- processing of information about the state of the resource market and current trading conditions, collection, storage, delivery;
- selection of forms and sources of material and technical support;
- placing orders and their fulfillment;
- organization of production for accounting of resources and calculations for the purchase of materials;
- support of relations with suppliers [3, p. 25].

Thus, procurement logistics covers information management, transportation and storage of goods, the integration of which makes it possible to reliably and efficiently provide industrial and commercial companies with goods and material and technical resources.

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