**Skakalina Elena**

*PhD of Engineering, Associate Professor,*

*Poltava National Technical University*

*named after Yuri Kondratyuk, Poltava, Ukraine*

**OPTIMIZATION MODEL OF LOGISTIC ROCESSES IN BUSINESS ENTITIES**

Increased competition in domestic and global markets and the simultaneous aggravation of the problem of food security require a significant increase of the level of development of the agricultural sector in the GDP of Ukraine and the transition of the agricultural sector to more advanced control over the entire range of core and supporting processes. This leads, in turn, the need for new , previously unused control systems agricultural enterprises, which would give the opportunity to obtain a synergistic effect due to not only optimize their own objects of management, but also due to the interaction with related parties in the chain of promotion of agricultural raw materials and processed products. It is such an effective tool for the management of agricultural enterprises of Ukraine may be the concept of optimization of logistics in the direction of the Association of theoretical and methodological approaches, which uses modern world experience optimizing material flow in logistic units.

According to international studies, the use of scientifically-based methods of optimization of logistics processes to reduce costs by 20%, the cost of inventories by 30%-70%, reduce turn-around time of material flow by 20%-50%. It is obvious that the achievement of these indicators in real terms of the resourcing of the agricultural sector could be significant benefits.

However, due to various objective and subjective reasons, innovative methods of optimization of logistics and marketing we are

used insufficiently .You may notice that today agro-logistics - new applied direction of the logistics associated with the use of its provisions and methods in the field of agricultural production. In Ukraine agro-logistics is at an early stage of development. However, in developed countries - USA, Canada, Western Europe, Australia - long ago estimated the high efficiency of logistic approaches in agribusiness. Today in many countries of the European Union in the state structures assume a proactive role in the implementation of logistic approaches in the activities of agricultural enterprises. Formed agricultural logistics as a separate research area, in which are developed scientific principles, methods, mathematical models, algorithms, which provide the ability to plan, monitor and manage the transportation, warehousing and other tangible and intangible flows and operations that occur during the delivery of raw materials to agricultural production, the organization of the production process, delivery of agricultural products processing, to the final consumer according to its requirements.

Study questions use of logistic approach in the management of material resources, it can be argued that its novelty consists in the change of priorities of economic activity , where the main role is played not just the product material, and the whole process in the form of logistics flow (financial, information, return) between suppliers and consumers. Therefore, it can be noted that for the optimization of logistic processes is to optimize the entire forming cycle logistics flow [1]:

• Supply logistics

• Logistics inventory

• Production logistics

• Distribution logistics

• Warehouse logistics

• Transport logistics

The activity of the enterprises of the agricultural sector makes use of concepts and tools logistics in the sphere of material support their core business through the optimization of procurement processes main capital goods and other materials in order to create or update the Park units of technological transport, equipment necessary to perform the production process in accordance with agronomic requirements, auxiliary equipment, means of production processing capacity of the agricultural holding. The use of instrumentation, and logistics planning and procurement of material resources involves decision-making based on reliable, sufficient and timely information , which should be the decision makers (DM). I.e., is becoming the actual process of creating in the agricultural holdings logistics information systems and the use of tools of information logistics. The creation of a logistics information system Corporation will enable the implementation of information exchanges, both within the boundaries of internal micro-logistics systems and integrated supply chain (e.g. in the marketing of agricultural products).

Integrated the company's national agricultural sector can be characterized by the following indicators [2]:

• Highly diversified activities

• Relatively low production cost and high value-added products

• Developed logistics system

• Integration of production subsequent processing of commercial products

• Geographically distributed structure

• Developed system infrastructure

• The availability of innovative technologies in production

• The concentration of capital

• Complex multi-level control system

• Effective use of available resources

• High professional level managerial staff

• The availability of investment attractiveness for foreign companies

The largest number of agricultural holdings recorded in Kherson, Dnipropetrovsk, Donetsk regions. The amount of arable land in Ukraine is more than 32 million hectares, of which 40% is processed in small and medium enterprises.

Managing the logistics processes is a basic and one of the most important components of any enterprise information system . Today the use of existing commercial ERP systems allows you to work with one integrated software product instead of several disparate. Unified more optimally used to control the processing, logistics, distribution, supply, accounting, financial and tax accounting. It should be noted that the introduction of classical ERP systems belongs to the category of "heavy " custom software products - their selection, purchase, implementation and maintenance require very careful planning in the framework of a long process involving the partner supplier or a consultant. The use of ERP systems are usually closely linked to the creation and maintenance of a powerful database. Among the most well-known commercial software products that implement the concept of ERP, and are used in the management of large companies, can be called in the first place, SAP, Oracle, Microsoft Dynamics, 1C:Enterprise (module - logistics), Parus Corporation v.8:10, Galaxy - Logistics Management and others. In recent years, in a world of rapidly developing market "cloud" online versions of systems enterprise resource planning.