Modern Marketing Strategies in Logistic Systems

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Abstract. **In this paper researched modern marketing strategies in logistic systems. The emergence of the concept of total costs in physical distribution was one of the main factors of logistics development. The meaning of this concept is that distribution costs can be regrouped in such a way that their overall level decreases when moving goods from the producer to the consumer.**

Keywords: Marketing, logistics, management, moving goods, consumer.

1. INTRODUCTION

According to experts, the history of the origin and development of logistics begins in the 19th century. Logistics is derived from the Greek word and when translated into Uzbek, it means "calculation", "distribution". However, they associate its formation with military work and military problems.

One of the first authors of work on logistics was the French military specialist of the 19th century A.T. Jomini is credited with defining logistics as "the practical art of troop movement". B. Baker wrote that "the art of warfare concerned with the movement and disposition of an army is called logistics." During World War II, the military made effective use of logistic models and analytical systems models to determine troop location. Logistics, formed as a military science, began to develop widely in the middle of the 19th century, but its practical application was used in the material and technical support of the American army stationed in Europe during the Second World War. Thanks to the precise cooperation of the military industrial complex, transport system and supply bases, the American army has been able to organize a stable supply of weapons and military materials. The use of shipping containers and letters helped a lot in successfully solving this task.[1]

2. LITERATURE REVIEW

Logistics as a science and as a tool of business in the civilian sector began to take shape in the early 1950s, primarily in the United States. Its evolution is closely related to the history and evolution of market relations in industrialized countries, moreover, the term "logistics" itself entered business only in the late 1970s and began to be used everywhere in the world. Logistics is an evolving science. There are several approaches to distinguishing the historical stages of logistics development in the 20th century.

The first approach. Scientists divide the development of logistics into four periods:

1. The period of "fragmentation" (1920-1950) is defined by the formation of the logistics concept and the conditions for the creation of tools for managing material flows and reducing total costs. But the principles of logistics were not fully required, only some organizational tasks were used, for example, to reduce the costs of production, transportation or storage.
2. The period of the emergence of the concept of physical distribution as a component of logistics (1950-1970) is defined by the formation of the theory and practice of logistics, the search for new ways to reduce costs in production and distribution, and the development of information technologies.

The philosophy of logistics is widespread abroad. At the same time, it began to be understood that it is no longer possible to ignore the possibilities of improving distribution (physical distribution), primarily from the point of view of reducing costs. [2]

In the late 1960s, the concept of business logistics was formed in the West as an integral tool of management. The main content of the concept is as follows: "Logistics activities are the management of all types, they help to move and coordinate the supply and demand of goods at the specified place and at the specified time." At the same time, the considered period did not stop trying to give a generalized definition of logistics.

3. The period of development (1970-1980) is defined by the search for new ways to reduce costs in production and distribution (distribution) based on the concept of business logistics, as well as the wide spread of logistics systems and the application of the principles of industrial logistics and the philosophy of general quality management.[3]

4. The period of integration (1980-1990) is characterized by the integration of logistics services of the firm and its logistics partners into a complete logistics network (purchase - production - distribution and sale) and management of material flows, organization of international logistics systems.

In 1985, the Logistics Management Council defined the definition of logistics as follows: "Logistics is the flow of raw materials, materials, stocks, work-in-progress, finished products, services, and information from the point of origin to the point of consumption (including import, export, is the process of planning, management and control of internal and external traffic).

The Logistics Management Council (LMK) defines logistics as "the process of planning, executing and controlling the effective cost reduction of inventory, raw materials, materials, work-in-progress, finished goods, service and related information flows from the point of origin to the point of consumption for the purpose of fully satisfying the needs of consumers" ” described as. [4] It follows from this definition that logistics activity has an integrated character and directs the flow of material resources and finished products from the place of origin to the place of consumption. In this case, the management of logistics systems and the calculation of intangible flows with services are important on the basis of modern information and telecommunication systems. The latter is important for the development of logistics approaches in the service industry. Based on the goals of maximum cost reduction, modern theory and practice include the disposal of secondary raw materials and waste from the entire life cycle of the product, that is, from the design stage to the logistics process. [5]

Logistics is more common in Germany. It is for this reason that different logistic interpretations can be found in German science. Prof. R. Based on this, Pfol envisages "the process of planning, implementation and control of information on the delivery of goods from the place of production to the place of consumption in accordance with the costs of materials, semi-finished products and finished products, as well as related customer requirements, from an efficient and economical point of view." [6]

R. Gize approved the traditional interpretation that "Logistics is the art of comprehensive management of material and information flows from the source of raw materials to the final consumer." [7] Kh. Krampe defines logistics as "the set of activities to manage, plan, organize, and apply material flows and exchange processes to achieve greater efficiency across business boundaries and economic sectors." [8] Yu. Mergans and V. According to Hoffmann, "logistics is the planning, management, implementation and control of the useful and profitable movement of raw materials, semi-finished products and finished products from the place of preparation to consumption in order to satisfy the needs of consumers." [9]

Despite such different interpretations, foreign experts emphasize the practical side of logistics. According to them, modern logistics focuses on managing the movement of material resources. This direction was given a more precise definition in the Great Russian Encyclopedia of Modern Cyril and Methodius. He directly emphasized that the term logistics is literally translated from English as material and technical supply, and in the following places, "Logistics in business is all activities related to the purchase of resources for production and delivery, along with the necessary information supply of these processes when delivering the finished product to the customer. species control. Also, logistics coordinates the interaction of members of the entire supply and distribution systems. The direct tasks of logistics include: product shipment, storage, collection of orders, distribution, packaging, and service delivery. [10] A similar brief definition is given in the economic dictionary - "logistics - material and technical support, inventory management". [11]

However, in encyclopedic and reference publications, Russian experts generally interpreted logistics more broadly. In this regard, theoretical developments, showing more promising enterprises compared to other foreign publications, are significantly behind the practical realization of the logistic approach. It is known that there are relapses of the outdated "children's disease" of the science of the former Union, the achievements of which are almost unrealized. At the same time, the theoretical aspect of Russian logistics is undoubtedly of interest. Briefly describing the more interesting definitions of logistics, it can be seen that Russian economics is now fully using the western scientific traditions, showing a wide range of logistics apparatus.

The first journal publications and then monographs on logistics began to appear after 1990. In 1999, professor B.A. Under the editorship of Anikin, a textbook called "Logistics" was published, in this manual all or almost all of what was said about logistics as a management science was collected. It is here that for the first time in the literature of the CIS countries, the role of logistics as a factor in increasing the competitiveness and efficiency of the enterprises' activities is highlighted.

According to the definition given in the mentioned textbook, "logistics is the science of planning, organization, management, control and regulation of material and information flows in terms of time in the environment and from

the primary sources to the final consumer." In general, this monograph appropriately states that "logistics, first of all, includes the organization and implementation of the movement of goods in the field of circulation." A.A. Smekhov interprets logistics as "organization of planning and management of purpose-oriented preparation and purposeful use of necessary tools and services to solve certain issues.

"Logistics envisages the preliminary preparation of a certain commodity at a certain time when there are the lowest possible costs." [12]

B.K. Plotkin offers a relatively shorter definition: "Logistics is the science of managing flows in systems." [13]

A.I. Semenenko, we note that "logistics is, first of all, a certain advanced idea, a more effective method in large-scale production-economic organization (network, regional, national economy) and large-scale entrepreneurship and commercial activity (applied to the "free" market economy)" [14] .

A.N. In one definition, Rodnikov tried not only to give an understanding of logistics as a field of activity, but also to shed light on its meaningful side. In doing so, it primarily focuses on the process of shipping and storage, rather than the style of the process. "Logistics is the science of the delivery of raw materials and materials to the production enterprise, the delivery in accordance with the interests and requirements of the final consumer during processing at the factory, as well as the material and immaterial operations carried out during the transfer, storage and processing of relevant information, as well as the planning, control and management of shipping, warehousing ". [15] In contrast, S.A. Uvarov used the definition of logistics as "the theory of planning, management and control of material, financial, labor, energy, information flow processes to human-machine systems".[16]

According to S.A. Uvarov, "Logistics is a theory of planning, organization of practical management and control of the total movement of material, financial, legal and information flows in the market economy system".[16]

A marketing strategy is a series of steps you take to engage your leads and customers — ultimately guiding them to a purchase decision. Different types of marketing strategies are designed to achieve different goals, which is why you might need more than one to keep your business growth on the right trajectory.[18]

Despite the presence of common and specific aspects in each of the cited definitions of Russian scientists, they are distinguished by one important detail, which is a red tape in the works of scientists of other foreign countries. They did not take into account the objective direction of logistics, which was originally formed as a science of reducing costs in material flows. It is this logistics that determines competitiveness and efficiency of production systems. Only O.I. Mikhailov's work "Introduction to Logistics" gave an exaggerated definition of logistics control: "From an economic point of view, logistics is interpreted as an activity in order to obtain a comfortable profit with the minimum costs of the necessary amount of products at a specified time, a specified place and information supply." [17] According to this definition of logistics, the determining function of logistics is given as an important factor in increasing the competitiveness of the enterprise.

3. ANALYSIS AND RESULTS

The results of the search for ways to reduce costs show that it is related to supply, storage and sales management, improvement of marketing activities, deepening of interaction between suppliers, consumers and intermediaries, improvement of technological actions of material flow intensity and other areas. The concept of combining all these processes is called "logistics". It is no coincidence that efforts to reduce overall costs and lead to improved quality. According to the US Material Distribution Management Board, labor productivity growth in logistics activities

1% and reduction of corporate expenses is ensured by 10-20%. The same efficiency has been observed in a number of other countries. [18]

The US Logistics Management Council offers the following definition: "Logistics is the strategic management of business at the expense of efficiency with a view to reducing total costs in order to meet the requirements of the end consumer for the quality of products and services, material and (or) service flow and corresponding flows of information and financial means. is an integral management tool that is consistent with organizational success in tactical and operational integrity [19]

In the dictionary of specialized logistics, A.N. Rodnikov defines logistics as "planning, transportation, storage and management and control of other material and non-material movements, improvement of the processes of movement of materials and raw materials to the production enterprise, processing of raw materials, materials and semi-finished products in factories, final products defines it as "the science of processing, delivery and storage of relevant information and delivery to consumers in accordance with requirements and interests".[15]

T.V. Kosarev offers his understanding: "Logistics is an application that informs the flow of raw materials, materials, work-in-progress, finished goods, services, finance and to the point of consumption (including receiving, shipping,

external and internal changes) in order to fully satisfy the requirements. is the process of managing information flows adequately and efficiently (in terms of cost and time).

Therefore, on the basis of the comparison of these tariffs, we can note that the science of logistics management, management processes and instruments.

Taking into account the above, firstly, logistics activity has an integrated nature and covers the flow of material resources and finished products from the place of origin to the place of consumption. Secondly, the importance of managing information flows over a period of time is emphasized. Thirdly, intangible flows were used for the first time in the field of logistics. This is of fundamental importance for the development of logistics approaches in the service industry, because in the past decades only material flows were the object of study and coordination in logistics. The concept of total quality management (TQM), which is widely spread abroad, has become one of the most important driving forces of logistics changes. This system is used as the main resource by many leading companies of the world. This concept was formed as a new concept in the theory and practice of logistics [20]

Thanks to the concept of integrated logistics, business partners began to look for effective ways to plan and manage stocks of finished products, transport, cargo processing, and organization of sales. Most of the main forms of cooperation have developed in the direction of improving organizational and multitasking planning and management at the intersection of various logistics tasks in order to further reduce logistics costs and improve the quality of customer service. Many logistics alliances are formed by traditional competitors in the field of specialized transport services, wholesale trade and distribution. [21]

Thus, the separation of logistics into a separate science of physical distribution of material resources, technical, technological, organizational support of this process occurs under the influence of the results of scientific and technical development, and the elements that make up the process of product problems are clearly divided into three directions:

1. Market segmentation, acquisition, expansion, and retention of markets based on market research, determination of consumer demand, analysis of competitors' offers and consumer studies, and the use of other methods of market economy management.
2. Activities aimed at the implementation of clearly and perfectly thought out, planned and organized processes of all their physical actions at the stages of the circulation of goods and material resources in the process of delivering products to consumers.
3. Regulation of the movement of information on the issue of products and the movement of goods at all stages of production.

Based on the above, in our opinion, logistics is a system of socio-economic relations that organizes the most convenient and mutually beneficial cooperation of production, material and technical support, sales and transport, as well as a reliable system that provides consumers with material resources.

Logistics is the science of managing the movement of material flows, the main purpose of which is the process of supplying the transport needs of various enterprises and organizations, the population in the conditions of the market economy on time, in the specified volumes and assortment with the lowest costs. In the conditions of the current market competition, meeting the needs of consumers for transportation using the most effective technologies increases the competitiveness of the activities of transport enterprises, creates the opportunity to export transport services.

These modern advanced methods of organizing the production process implement relations of organization of information flows related to the continuous organization of production from the continuous organization of the management of goods movement and material flows and the comprehensive management of both types of movement and flows of the former.

From the point of view of a manager and businessman operating in the field of marketing, logistics is defined as follows: - organization, planning and management of the necessary preparation and operation of the tools and services necessary to solve the specified tasks.[22]

Logistics is considered as a kind of production infrastructure of the economy, based on the precise cooperation of demand, supply, production, transportation and distribution of products.

In the field of distribution, consumption and demand serve, from this point of view, it is a management system that ensures the most convenient cooperation of production, material and technical supply, sales and transport, and organizes a reliable system that provides consumers with material resources.

In the conditions of the transition of Uzbekistan's economy to market relations, the role of logistics is developing in connection with the increasing position of international trade and the national transport system. 5 factors determining the relevance of logistics in the period of transition to market relations can be distinguished:

- economic factor. Currently, the search for opportunities to reduce production costs and financial costs is prioritized. Logistics makes it possible to connect the economic interests of producers and consumers.
- organizational factor. In the course of the emergence and development of new organizational forms that implement the processes of goods movement in market conditions, the integration of management and coordination forms, as well as the provision of logistic processes of the interaction of producers, enterprises, consumers, warehouses and transport, are becoming more and more important.
- information factor. The market economy promotes the development of information communication, which is the cause and result of market relations and complement each other. The concept of information closely connects logistics and the market, because information flows are the subject, means and organizer of logistics processes.
- technical factor. This factor studies logistics as a system, the objects and subjects of its management are developed based on the application of modern technical achievements in the computerization of transport, warehouse management and management.
- state support for the processes of goods movement. In modern conditions, the issue of controlling the movement of goods arises not only at the level of enterprises, but also at the level of regions and the country.

The high level of logistics application in our country is connected with the expansion and acceleration of commodity-money relations, the increase of economic relations between enterprises, the development of production infrastructure, and the expansion of economic independence of enterprises and organizations.

Logistics requirements for the organization and management of material flows from the production of the product to its consumption contribute to the development of relations between the supplier and the consumer. In order to improve its economic indicators, the supplier strives to fulfill the requirements of both the partner and the consumer, and to improve the conditions for the development of contractual relations for the delivery of products.

In logistics systems, the activity of enterprises in the value chain in the field of product distribution includes the formation and presentation of a unique value proposition to the consumer at the right time and place, in the right amount and assortment. The main goal of logistics is to satisfy the needs of the final buyer and to create long-term mutually beneficial cooperation within the channels of distribution of goods.

It is recommended to use the QFD (Quality Function Deployment) method, which is traditionally used in development, to study the level of participation of each participant in the marketing logistics systems in the process of creating consumer value. The following factors were selected as measurements reflecting the process of adapting consumer needs to product quality requirements.

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Factors were systematized on the basis of Kendall's concordance level consistency coefficient in order to determine consumer expectations regarding the consumption value offered by the participants of the logistic system based on expert evaluation methods (Table 2). In this case, the assessment of the importance of consumer expectations (m) was carried out by ranking the presented factors (n) from 1 to 8 points (the most important factor received 1 point).

Table 1 Matrix of importance levels of consumer expectations (value provided by the manufacturer)

Value attributes reflecting consumer expectations, n	Number of consumers surveyed, *m*										Sum of ranks, *S*
	1	2	3	4	5	6	7	8	9	10	
High quality of goods	1	2	1	1	1	1	2	1	2	1	13
Wide range	6	5	2	4	2	4	3	2	3	2	33
of goods	5	4	5	5	3	7	6	3	5	6	49
Sufficient renewal of assortment	8	7	6	8	6	8	7	7	8	8	73

Attractive packaging	2	1	4	2	4	2	1	4	1	3	24
Optimal price-quality ratio	3	3	3	3	5	6	4	5	4	4	40
Price incentives	4	8	8	7	8	3	8	8	7	7	68
Obtaining reliable information about the product	7	6	7	6	7	5	5	6	6	5	60
Overall											360

The marketing-logistics system is a system that combines marketing and logistics activities in the process of delivering products or services from the producer to the final consumer. The main goal of this system is to meet the needs of consumers by delivering them in a timely and efficient manner, while reducing the company's costs and increasing its competitiveness. The marketing-logistics system includes the management of transport services for the delivery of products from the place of production to storage areas, and from them to customers, management of warehouses and other storage areas for safe and efficient storage of products, management of stocks to optimize the stock of products and avoid excess or shortage, processes of receiving orders from customers, processing and ensuring delivery, packaging for safe and efficient transportation of products, information technologies: It represents a system of interdependence of the use of information systems and technologies to monitor, manage and optimize logistics processes.[23]

The marketing logistics system is concerned with marketing strategies and plays an important role in making decisions about how to present and deliver products to customers. Through this system, companies can effectively manage their operations and reduce costs while providing satisfactory service to their customers.

Philip Kotler, one of the marketing scientists, emphasizes the importance of satisfying customer needs and customer service in the marketing-logistics system. Integration of logistics processes with marketing strategies and thereby increasing the company's competitiveness. "Optimization of logistics processes by analyzing market and customer requirements". [24]

In his research, Donald J. Bowersox places great emphasis on increasing efficiency through the interconnectedness and integration of supply chain processes. It examines the strategies needed to manage logistics networks and make them work effectively. He developed strategies to reduce company costs by effectively managing logistics processes.[25]

And John J. Coyle steps in the implementation of logistics and supply chain strategies, the process of developing and implementing logistics and supply chain strategies, improving the efficiency of logistics processes by optimizing warehouse management and inventory. Revealed information technologies and their impact on logistics processes.

Martin Christopher, one of the foreign scientists about consumer-oriented stages in the marketing logistics system, "the role and importance of customer service in the logistics system, increasing the company's competitiveness through logistics and supply chain management, cooperation and communication processes along the supply chain ” has conducted research. [26]

In their research, these scientists studied ways to optimize logistics processes, reduce costs, and improve the quality of customer service.

In order to organize the marketing-logistics system in the enterprise and ensure its effective operation, the following work is required Figure 3:

1. Analysis of market and customer needs: Determining customer needs and requirements and analyzing market segments and developing logistics strategies that correspond to them.
2. 2.Strategic planning: At this stage, integration of marketing and logistics strategies, setting of long-term and short-term logistics goals and effective organization of the supply chain.
3. Designing the supply chain: Establishing cooperation with suppliers and distributors in the efficient organization of the supply chain, developing projects for the selection and placement of warehouses and storage areas.
4. Transport and delivery: Optimizing the selection and delivery processes of means of transport, shortening delivery times, and carrying out cost reduction works.
5. Inventory management: Optimizing the level of inventory, carrying out management of fast-moving and slow-moving stocks in the enterprise.

6. Information technologies and systems: Implementation of information systems for monitoring and management of logistics processes, receiving and analyzing data in real time.
7. Improvement of operational efficiency: evaluation of the efficiency of logistics processes, automation and optimization of work processes.
8. Customer service: To improve the quality of customer service and establish communication with customers, ensuring that their requirements are met.
9. Periodic monitoring and evaluation: Regular monitoring and evaluation of the logistics system. Identifying deficiencies in logistics and marketing processes and taking measures to eliminate them.

Through these steps, it will be possible to effectively organize and manage the marketing-logistics system in the enterprise.

One of the main sectors of the economy of many countries is logistics. Studying the main problems of digitalization of the economy, we found out that digitalization of logistics and supply chains can be an obstacle to the introduction of digital technologies in several countries, in Uzbekistan. Using digital technologies, the supply chain is assumed to communicate with each element online (rarely offline). The communication medium is now called the Internet of Things.

New digital technologies that can be implemented in the new techno-economic wave in logistics systems include (1) transportation of goods using cargo vehicles, (2) use of drones, (4) "Sunny Intellect" systems and "Internet of Things". Transportation of goods using freight vehicles. With this, it is possible to refuse to conclude contracts with many carriers and cargo management authorities in favor of automatic ordering and rapid electronic document circulation. In the existing transport, the services are financially responsible for the reliability of the carrier and can get rid of corruption schemes among the employees of the interacting companies. Use of drones. In logistics, drones are assumed to perform an auxiliary function and be used in conjunction with conventional transport. Limitations in the use of drones are related to their short distances and the small size and weight they can carry, while there are also safety requirements. However, thanks to the use of drones in the field of logistics, it will be possible to solve previously impossible tasks: for example, quick delivery in half an hour; delivery of goods to hard-to-reach places, as well as delivery in traffic conditions. In addition, this type of transport does not require employees (drivers, forwarders, movers, operators, etc.), the consumer can automatically order the goods he needs. In addition to delivering goods in logistics, drones can be used to scan and inspect storage areas as part of warehouse inventory. When it comes to ensuring the safety and security of goods, drones can also be used here. Drones can accompany cargo transported by other modes of transportation, such as cars, and notify company security as soon as something suspicious is detected. It should be noted that the further development of this technology will remove several existing limitations and expand the scope of drone applications in logistics. "Sunny Intellect" systems and "Internet of Things". The Internet of Things, which integrates many things and devices into a single network, has the potential to transform existing business models, while also providing additional benefits to companies and consumers. Sunni Intellect significantly facilitates the organization of cargo transportation, increases the efficiency of the warehouse. In addition, thanks to this technology, it is possible to increase the transparency of operations and minimize the impact of the human factor. In our research, the analysis of the implementation of digital technologies in the field of logistics revealed several risks. Both empirical data and results reported in the literature were used during the analysis. Table 3.3.1 shows the risks that should be considered when designing logistics systems for the digital economy.

Table 2 Risks associated with the implementation of digital logistics technologies [27]

№	Risks	Characteristic
1	Uncertainty of the future	Given the uncertainty of the next trajectory of the techno-economic wave, it is necessary to identify effective mechanisms and models that allow all actors of the supply chain to work
2	Challenges faced in synchronizing the work of different actors of the digital supply chain	Consensus building among large, competing and unreliable companies Challenges to be solved in the transition to the digital economy
3	Resistance to the introduction of digital technologies in the field of logistics	At the stage of introducing digital technologies, it is necessary to identify and suppress the sources of unreasonable resistance in time. Benefit and motivation justification can significantly prevent or reduce the occurrence of this risk. One of the contradictions is between the defenders of the existing order and the proponents of digitization

4	Lack of the required number of specialists	Due to the high speed of changes in logistics during the digitalization of the economy, there may be a situation where there will be a shortage of personnel
5	Risks in the development of logistics in the elements of the system in the transition to the digital economy	If one of the elements of the system is significantly improved and can work quickly and efficiently, while the other remains unchanged, the result can only be unsatisfactory performance of the system as a whole.
6	Blockchain crash	Digital technologies developed to improve the efficiency of logistics operations due to the transparency, availability and immutability of digital data, if the transaction is verified even if it is incorrect, incorrect or fraudulent and that it cannot be changed

Some of these risks (for example, "uncertainty of the future" and "lack of the necessary number of experts") are systemic and are inherent not only to digital, but also to traditional supply chains and systems. But in the digital age, these risks have a new content and are changing. This requires the development of new tools to counter them. Most of the risks discussed in table 3.3.1 have a specific digital nature ("problems in synchronizing the work of various participants of the digital supply chain", "employee resistance to the introduction of digital technologies in logistics", "in the development of logistics system elements in the logistics system. transition to a digital economy", "Blockchain crash").

4. CONCLUSIONS

Based on the needs of data access and analysis in daily operations, the main logistics customers are identified within the logistics information system. Logistics information system has led to changes in the daily tasks of employees, especially those involved in logistics business processes. Previously, documents and information processed manually and on paper were used, but now they are stored electronically in the system to increase efficiency and control. Figure 3.3.2 shows that the logistics information system is based on eleven contract processes classified in three modules:

- control covering business areas from finance: integration with financial and material planning and forecasting;
- a module covering procurement-to-payment business areas: purchase requisitions, supply sources, contracts, purchases, charge requests;
- includes receiving deliveries: inventory transfers between receiving materials, delivering material resources, and managing assets.

Marketing process management systems have traditionally been used even in logistics. However, the purpose of sales systems in marketing management is to manage commercial distribution, and it is not a logistics management system, which is the flow of goods. Therefore, even if the basic management such as receiving, inventory and shipping can be implemented, it is difficult to manage the location, date management and work management, which are important in logistics. If the sales management system is forced to adapt, the costs will also increase significantly, and if there is a problem, both commercial distribution and logistics may be affected.

A model developed to manage the flow of goods is a specialized warehouse management system. Figure 3.3.3 A specialized system for logistics can seamlessly deal with location management, deadline management, and job management. Adopting a specialized information system for logistics can also reduce the burden on the sales management system. The biggest advantage of adopting this model is that information systems for commercial distribution and logistics can be separated and each can operate at peak performance.

In the decision-making process, it is important to consider alternative solutions, recognize the possible consequences of their use, and compare the options. The process becomes more complicated with the external environment (new technologies, information systems, advanced research and globalization) and everything is becoming more and more complex. For all the above reasons, managers are forced to use new techniques and tools in the decision-making process, and they must rely on information technology. Modern logistics systems and processes cannot be imagined without adequate information supply. The large amount of data that must be processed daily, the need for quality management of resources and quick decision-making, and downsizing for more efficient use of resources cannot be done without adequate support of a quality information system. Today, we spend little energy, time, and personnel processing simple information that is sufficiently used in the decision-making process from the lowest tactical to the strategic level. By introducing a logistics information system, we will reduce economic costs in

the logistics supply system.

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