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**ORGANIZING THE WAREHOUSE PROCESS OF 3PL PROVIDER**

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In today's world of trade organizations are important issues related to the provision of trade in the necessary material resources, as well as their effective use, improving the management of warehousing and inventories, marketing activities and traffic management. To organize an effective business you need to be able to properly manage resources, flows and resources.

The introduction of new warehousing operations can be a challenge when considering the dynamic changes in the 3PL industry, which are already encouraging warehouses to minimize costs and maximize productivity. Fundamental analysis of problems and ways to solve and prevent them will allow you to optimally allocate costs and organize quality warehousing.

The organization of warehousing and its improvement is a complex task that contains a large number of variables represented by different participants in the processes taking place in the course of warehousing, the efficiency of which depends on the efficiency and well-being of the entire warehouse.

To ensure efficient operation in the warehouse, it is necessary to adhere to certain principles, such as: optimal planning of warehouse space, the rhythm of unloading and loading operations, compliance with the principle of end-to-end cargo flow [1].

According to the areas of activity, the organization of warehousing can be divided into three groups. First, the basic technical structure of the warehouse. Secondly, the operational and organizational framework. Third, systems of coordination and control of warehousing operations [2].

To plan storage space, it is necessary to take into account the availability of equipment in the warehouse:

- 1) storage equipment (racks, shelves, pallets);
- 2) equipment to ensure the performance of loading and unloading operations in the warehouse (loaders, trucks, etc.);
- 3) equipment for receiving and shipping goods;
- 4) equipment for fulfilling consumer orders (components, data collection terminals). The amount and type of storage equipment determines the amount of investment costs [3].

Coordinated systematization of logistics process operations in the warehouse is a problem that aims to solve the following main tasks:

- ensuring the management of the logistics process in the warehouse;
- achieving logistical coordination with related services that ensure the promotion of goods through the warehouse (purchasing, marketing, sales, etc.);
- organization of cargo flow in the warehouse.

Accounting and control over the receipt of stocks and sending orders allows you to ensure the rhythm of processing of cargo flows, maximum use of warehouse space and the necessary storage conditions, reduce the shelf life of stocks and thus increase warehouse turnover.

It should be noted that a comprehensive and methodological approach to the organization of warehousing allows to successfully cope with a number of tasks of warehouse logistics, namely timely provision of goods and services to consumers, protection of production from force majeure, including lack of goods from the supplier, strike, disruption of supply of materials, rational management of loading and unloading operations [4].

Thus, an increase in the efficiency of all mechanisms that make up the warehouse, which together determine the activities of the entire warehouse, as well as the enterprise as a whole.

### **Conclusion**

Warehousing plays a complex and fundamental role in the distribution of goods between the management units of companies and the final consumer. This process will be impossible without optimizing the placement of goods and effective management [5].

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