

## FEATURES OF USING LOGISTICS OUTSOURCING IN UKRAINE

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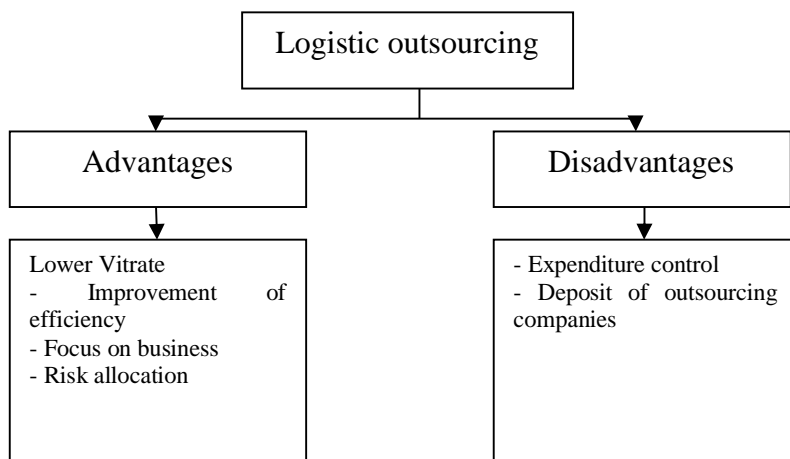
**Abstract.** *The peculiarities of the use of logistics outsourcing in Ukraine are considered. The relevance of applying approaches to logistics outsourcing for domestic enterprises in the context of increasing globalization and changes in the external and internal business environment is determined. The advantages and risks of logistics outsourcing for domestic enterprises are analyzed, the factors influencing the choice of approach are considered, and practical recommendations are given for the successful implementation of logistics outsourcing by domestic enterprises. The main prospects and opportunities of logistics outsourcing in Ukraine, which contribute to its further development in the Ukrainian business environment, have been formed.*

Logistics outsourcing is gaining great popularity as a means of managing logistics functions for enterprises of various types and industries. Ukraine, as a country with a developed infrastructure and a fast-growing business environment, does not stand aside from the introduction of modern logistics outsourcing concepts. In today's economic environment, enterprises face fierce competition in the market, which requires enterprises to constantly search for new ways to increase efficiency and optimize logistics processes. In this context, logistics outsourcing can be a key tool for achieving these goals.

Logistics outsourcing is a strategic solution for businesses looking to optimize their logistics processes and focus on their core business. Ukraine, due to its geographical location and trade opportunities, is becoming more and more attractive for investors and businesses that require international logistics operations. That is why logistics outsourcing should be considered as a multifaceted activity aimed at involvement of contractors, use of external resources, external production, performance of contract work and delegation of responsibilities to another party, including: transportation of inventory, warehouse accounting, receipt and unloading of goods, docking of goods, placement and storage of products in a warehouse, etc. [1.]

One of the advantages of logistics outsourcing is the ability to attract specialized logistics partners with global experience, which will help improve logistics processes, reduce delivery times, improve customer service and reduce investment costs for enterprises. However, logistics

outsourcing is not a universal solution and is accompanied by certain risks, such as loss of control over certain aspects of the logistics process and the possibility of conflicts with external partners. In addition, the introduction of logistics outsourcing at Ukrainian enterprises should take into account the specifics of the legislation and the specifics of the market in which it is planned to work, as well as the choice of a logistics partner. Here are the main advantages and disadvantages of logistics outsourcing (Fig. 1)



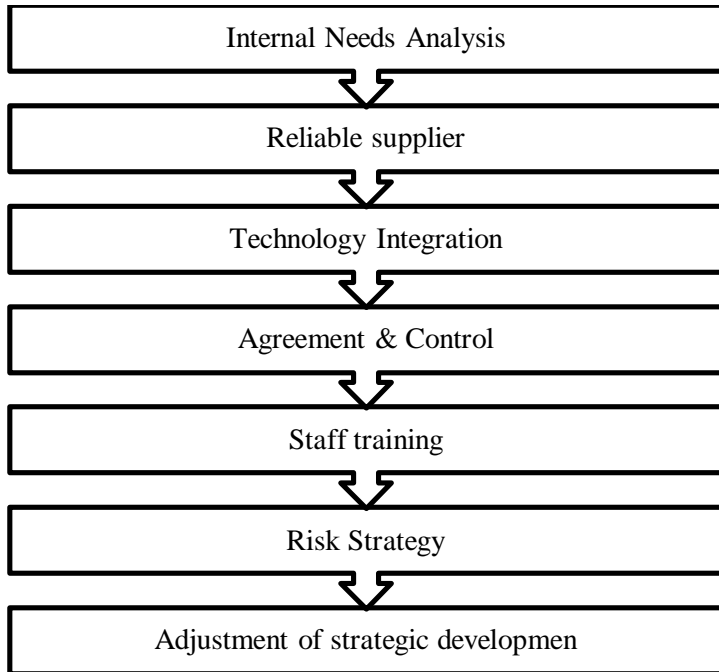
*Fig.1 - Advantages and disadvantages of logistics outsourcing.  
Source: formed by the author*

The conditions that are imposed on domestic enterprises when choosing a certain approach to logistics outsourcing are formed under the influence of factors, among which the following can be distinguished:

- factors related to the specifics of the business. That is, the choice of logistics outsourcing may depend on the nature of the business (large volumes of supplies or global supply chains);
- Factors related to financial constraints, namely difficulties in accessing financial resources. However, for some businesses, outsourcing can be more cost-effective, as it allows for lower capital expenditures;
- Factors related to experience and level of resources. Thus, businesses that do not have in-house expertise in logistics operations can look for external suppliers to provide specialized services. The amount of internal resources (including technology and personnel) also plays an important role for the enterprise;

- factors and constraints associated with the application of legislative and regulatory aspects of logistics outsourcing;
- the impact of competition on logistics outsourcing activities depending on the level of competitiveness available at the enterprise.

Practical recommendations for the successful implementation of logistics outsourcing for Ukrainian enterprises have been formed (Fig. 2)



*Fig. 2 - Practical recommendations for the successful implementation of logistics outsourcing for Ukrainian enterprises*

*Source: formed by the author*

The main ways of implementing logistics outsourcing at Ukrainian enterprises are:

- identification of the main logistics functions that need to be optimized, and identification of internal reserves for their improvement;
- selection of the optimal logistics service provider, assessment of its global experience, reputation and capabilities, ensuring clear agreements and mandatory performance indicators;

- regular monitoring of the execution of transactions;
- integration of technological solutions to ensure effective interaction with suppliers;
- training and education of personnel for their successful interaction with suppliers;
- Create a risk management strategy that addresses potential issues, such as data loss or supply disruptions.
- Conducting regular evaluation of the effectiveness of outsourcing and making necessary changes to the strategy if necessary.

Logistics outsourcing can become a powerful tool for optimizing business processes at Ukrainian enterprises, but its choice and implementation should be thoughtful and correspond to the level of resources and strategy. However, logistics outsourcing is not a risk-free approach and is accompanied by certain problems, such as loss of control over certain aspects of the logistics process and the possibility of conflicts with external partners. Ukrainian enterprises should carefully study the factors influencing the choice of logistics outsourcing and develop a strategy for their successful implementation.

### **References**

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