

**FEATURES OF DEVELOPMENT OF NETWORK OF TRANSPORT SUPERMARKETS IN THE CONDITIONS OF INFORMATIZATION OF BUSINESS PROCESSES**

*In the article grounded expedience of creation, functioning and development of network of transport supermarkets. Pre-conditions of creation, specific features, directions and spheres of activity of these new formations, are investigational and their role is certain, in subsequent development of transport of business processes.*

*Keywords: transport supermarket, co-operation, network, market, services, approaches, charges, profits, competitiveness*

**Raising of problem in a general view.** Transformation processes which take place under influence society values system change leads to new economic mode forming, where the basic accent is carried on sphere of services development. One of the powerful and multifunction industries of national economy which satisfies the necessities of production sphere and services, is transport. In the condition of informative economy development which foresees the wide use of informative resources and products, users requirements to transport services quality rise. Informatisation and automatisisation of business in the different spheres of economic activity results in lag of transport technologies from the necessities of direct clients and brakes development of integration processes on the way of creation the unique transport and economics space. To change a situation to better is possible by forming the new type relations which are based on network co-operation of transport activity subjects.

Different sorts of network business partnership on transport creation foresees the necessity of rapid advancement and realization of transport and related to them services to the end users, for what it is necessary to divide the sphere of their production and sale, creating separate structures as transport supermarkets.

**Analysis of the last researches and publications.** The creation processes of similar new formations are observed in many spheres of economic activity. The question of functioning of supermarkets different types, namely financial, logistic, legal had been researched in works of both national and oversea scientists, in particular, Y.B. Vlasenkova, B.D. Grechin, L.G. Kleba, V.G. Kostogriz, I.B. Medvedeva, I. Peteckiy, S.K. Reverchuk, Y.V. Skripar and others.

Researches in relation to creation of transport supermarkets network were hardly carried out, and the urgency of further implementation is actually caused by this.

**Formulation of aims of the article.**

The aim of the article is substantiation of the transport supermarkets establishment expediency and determination of their place in the network of transport activities interaction with other economic agents.

**The exposition of basic material.** A transport supermarket (TSM) it is the new for a transport business model of mutual relations between subjects, that foresees the grant of wide spectrum of transport and related to them services for more complete and high-quality satisfaction of necessities of economy, subjects of menage, population.

TSM appear with the purpose of assistance development of network co-operation between the subjects of a transport activity and other economic agents by introduction of informatively telecommunication technologies in the sphere of transport business processes.

The main prerequisites for creating a network of TSM are:

- evolution of business, their automation, forming of electronic trade, logistic;
- state strategic directions realization of transport clusters network development,

*complex motor transport enterprises, airport network;*

- *development of network relations in other industries of national economy.*

*Forming of TSM by the subjects of manage, unconnected between itself with network co-operation, to our opinion, is inappropriate from the economic, financial, organizational and legal point of view, as it will help to increase the total cost with the loss of competing and pricing positions.*

*Regarding the separate existing transport, freight forwarding companies, consulting centers, dedicated to the provision of transport services, in many cases, their work is highly specialized, have limited scope and geographical coverage of the transport services market segment.*

*Not having owned or leased transport, some brokers provide services with the assistance of other organizations, which in turn increases the risk, cost and time of delivery. The low level of transport and logistics services is compounding the situation, which foreign contractors pay special attention to.*

*This leads to the fact that clients search other companies that can meet their demand in full. As a result the cost-temporal characteristics of transport services are deteriorating, the probability of obtaining a guaranteed income decreases and prospects for development of companies that provide them become limited.*

*Accordingly, different, specific features of the TSM network are:*

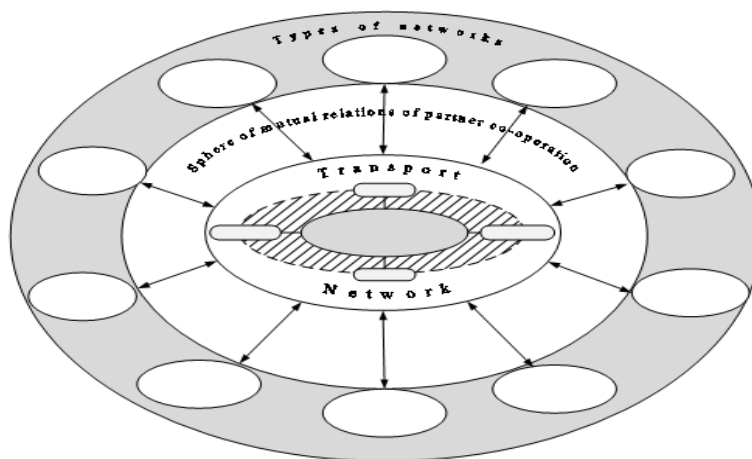
- *territorial, time, cost affordability of services provided;*
- *entry into the transportation network, along with other network companies;*
- *convenience, versatility and functionality to consumers;*
- *use the same methods and approaches to business partners and customers interact;*
- *coordination of transport modes;*
- *interactive control of the transport, the provision of services in the on-line;*
- *introduction of electronic transport services, single travel document for all modes of transport;*
- *removal facts of resale transport services;*
- *flexible pricing policy that takes into account the specifics of each client;*
- *discounts for regular maintenance and attracting new customers;*
- *represent the interests of partners in networking;*
- *effective management of the supply chain, the selection and optimization of the goods distribution channels;*
- *drafting of the routing program according to the wishes of customers;*
- *application of advanced transportation, logistics, information, communication technologies.*

*The basis of the TSM network is formed by following values:*

- *quality;*
- *innovation;*
- *partnership;*
- *initiiveness;*
- *professionalism;*
- *openness;*
- *multifunctionality;*
- *effectiveness;*

- efficiency;
- availability;
- diversification;
- complexity;
- competitiveness;
- scalability.

As noted above, TSM is created by the subjects that are part of the transport networks. Continuous development of business cooperation between entities of different types of ownership and activities, which are combined in the part of these networks will require their continued cooperation that takes place in the form of multilevel business relations and mutually beneficial partnership. This partnership model of TSM with different types of networks is shown in picture 1.



**Picture 1. The scheme of TSM networks partnership relations with different types of economic activity**

The unifying element of all the above transport networks is the high quality of transport and related services and customer care services provided by the network of TSM.

The main clients that use TSM, are the companies of manufacturing sector, enterprises and organizations of the service sector and the people.

In order to effectively and promptly meet the growing needs of clients, following basic approaches are laid in the functioning of TSM, such as customer-, market- and process-oriented. The first involves an individual approach to each customer, personalization of demand, continuous improvement of the customer service system, a high level of integrated transport services.

The second is aimed at conquering new segments of the transport market, develop and

support existing business contacts with other economic agents.

The third approach allows the client to have full and timely information on the status and progress of the transport or logistics processes, the stage of partners networking cooperation on transport coordination of actions, systematize and provide clarity of business processes that take place within the TSM.

Partners in networking cooperation that are actually passing functions on the realization of network services to TSM clients, are: carriers, operators of movable trains, freight forwarders, transport owners and owners of transport and logistics objects infrastructure, logistics, surveyor, stevedoring, consulting companies, repair plants; transport engineering company serving businesses, etc. [1].

The TSM, as a complex open system has a built-in internal mechanisms of information exchange between all the structural elements that make up its part. The TSM structure includes the following components:

- online shop of transport services;
- logistics and service center;
- information and consulting center;
- promotion center;
- production center.

The structure of the TSM is universal and can vary depending on the membership of networking cooperation, the goals of their cooperation, the transportation network type, which they are part of.

Activities of online shop of transport services aims to provide a full range of transport (basic, additional, related) and related services to ensure the highest quality of customer service, including mobile dispatch and mobile navigation center. Herewith a special attention is paid to providing electronic transport services (including "electronic freight") and e-logistics services. Electronic services are characterized by the provision of a relevant information new format about the range, cost, quality of existing and new services in electronic form. Herewith it is important to feedback from customers and partners, providing for the exchange of electronic data, reporting forms and information data about the location of cargo, electronic processing of transport and accompanying documents, electronic cashless payment for services, and others.

The feasibility and necessity of creating a network of TSM supported by foreign practices of implementing the innovative projects of developing the effective cooperation of enterprises in various sectors of the economy with transport ones, which can spread also in national economy. So, for example, in a Seoul subway, Gatwick Airport (London), on railway stations and subways of Moscow, passengers can make the necessary purchases in the virtual supermarket, ordering necessary goods from the light boxes using smartphones, having paid its price by credit card or over the Internet. After processing the order, goods are delivered precisely at the specified time on the specified address. [2].

In the conditions of internal and external competitive struggle aggravation for the client requires a change in traditional approaches to cooperation in the field of logistics. Formation of a new logistic concept involves the transfer functions of logistics enterprises manufacturing and sphere of services, especially trade, transport for cost savings [3, 4].

For this purpose in the part of the TSM logistics and service centers are created, that provides guaranteed delivery of goods in due time, with the necessary speed by a shorter route, a full range of services for transshipment, consolidation and storage of goods, etc..

Owing to the operation of data centers as part of the TSM also the logistics passenger

services will vary and, consequently, also approaches to improving the efficiency of inter-sectoral cooperation of transport companies with travel agencies and people. Focusing on the needs, passenger services logistics should take into account the customers wishes regarding the reduction of time and cost of transportation while maintaining their comfortableness and safety. Different versions of the logistics chain will be developed based on the analysis of passenger segments on different modes of transport, such as route optimization, changes in the schedule of transport vehicles, reducing the number of transfers on the way, forming a set of related and supporting services in transit, etc. [5].

The Information and Consultation Center is created to form a unified information space among all the participants of interaction. This will occur interchange of information resources, the introduction of new management information systems on transport, providing real-time consultations on all emerging issues in the online with tracking their chronology.

The Promotion Center performs organizational functions, contributes to the specialized exhibitions and conferences in order to find new business partners.

The Production Center is positioning the range of transport and related services, provided within the TSM, conducts advertising campaigns, aimed at keeping existing and find new customers, develop programs to stimulate demand based on a personal approach to each client.

These structures as part of the TSM should work as a single coordinated mechanism that provides an effective cross-sector partnership between them to achieve the joint goal - to meet the needs of customers in qualitative transportation services.

Providing a wide range of the TSM transport and related services both in the field of cargo and passenger, domestic and international transportation, will help to get increasing effect of scale due to creation of branch or representative networks in separate administrative units, providing an integrated development and increase competitiveness of transport activities entities.

**Conclusions.** Despite the obvious benefits on the way of formation and development of the TSM network there are some barriers that hinder the acceleration of these processes and require immediate solution not only at the level of partners in business interactions, but also state authorities when regulating the activities of the business entities on transport.

Basic among them are:

- absence of legislative and normative acts of regulating activities of these new formations as part of transport networks;
- the underdeveloped mechanisms of public-private partnership, attracting investments, emission of securities to finance the innovative changes on transport and on objects of transport and logistics infrastructure;
- the underdevelopment of transport and road infrastructure that is not keeping pace with the growth of motorization and causes traffic jams, increasing the cost and time characteristics of transport services and logistics costs;
- the lack of effective mechanisms for fair competition in the transport sector;
- the low level of inter-branch cooperation and activities coordination of transport activities subjects between themselves and other economic agents, leading to difficulty negotiating processes regarding the development partnerships between them;
- potential conflicts of interacting partners interests associated with the uncertainty of solving economic, financial, organizational and property issues and more.

To eliminate them it is necessary to develop state programs to support the development of

*network interaction on transport, to develop the concept of a network of the TSM with a clear rationale for mechanism of effective cooperation of all partners.*

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