

Ways of Improving Enterprise Export Efficiency

The main condition for carrying out an export operation, which is an external economic procedure, is its performance. In today's business environment any subject of foreign economic activity is trying to find the ways to address this issue.

The effectiveness of this kind of operations may be affected by the following factors: customs duties, customs clearance scheme, transportation, non-tariff barriers, marketing, safety risks and more. All of these factors and risks can be minimized by using logistics and systems approach.

On the one hand, the performance of an external operation depends on the benefits which might be gained through its implementation (for instance, revenue from sales of products for export), and on the other hand, the efficiency depends on the transaction costs (for example, cost of production of exporting goods). The cost of export operations occurs at each stage: starting from the idea to its realization and from the beginning of the marketing research to the date of delivery of the goods to the customer.

Using existing economic methods, it is possible to calculate the efficiency of any export operation, but these approaches do not take into account the peculiarities of every particular operation and do not allow for every step and element of the system. Economic scientists sorted out the main methods and tools for optimizing the performance of external economic operations, including:

1. Use of a systems concept to logistics operations.
2. Creation of an integrated system of obtaining and sharing information.
3. Use of graphical and tabular methods in the processing of information in export and import operations.

Furthermore, nowadays the issue of increase of the export operations efficiency needs to be addressed to foreign markets. Producers have to pay serious attention to the following statements, which might not be the question marks only, but the ways of improving the export performance as well:

- focus on the range of products in the relevant market;
- increasing the volume of income markets;
- increasing competitiveness;
- increasing the growth rate of labor productivity of workers;
- reducing the cost of production and its distribution;
- effective use of financial resources;
- obtaining the optimum effect from the use of profit entities;
- concluding agreements effectively, timely considering pricing practices.

Integration methods of logistics, systems concept and graphical method are the foundation for further research of aspects of external economic operations efficiency, particularly the export efficiency of the enterprise.