

## **USE OF THE LOGISTICAL CONCEPT IN INTEGRATION PROCESS OF THE INSURANCE MARKET OF UKRAINE**

In the insurance market of Ukraine, as well as in branches of economy of the increasing distribution get processes of integration of the capital. According to researches there are two principal views of integration: horizontal and vertical. Horizontal integration is characterised by formation of intrabranche communications. Mainly such associations create on purpose increase in a share of the market or for the purpose of opposition to competitors. An example of such integration in the insurance market is purchase by the insurance company "Investment service" of regional companies "Lvivs-teren" and "Galinstrah". Vertical integration is shown in development of interbranch communications and spent for the purpose of reduction of financial expenses by purchase of insurance products and for preservation of confidentiality of the internal corporate information. As the basic buyers of insurers banks, the investment companies, not state pension funds and financial and industrial groups act. It is known that to financial group "val" insurance companies "Asters", "Standard" and the "Standard-plus" enter; the Ukrsofsbank owns „the Bill” and the “Bill-zhittja”; the Autoalliance - century” submits to investment fund "Guarantor-lajf".

To principal causes of growth of popularity in Ukraine of operations from merge and absorption financial analysts consider: competition increase, possibility of optimisation of the scheme of the taxation, legislative changes and possibility of reception of effect of a synergy [2]. „Synergy”- one of the most widespread terms in a lexicon of the Ukrainian top-managers. This concept they explain necessity of agreements M&A (merge and absorption). However, as the statistics testifies, about 60 % of all operations spent in Ukraine from merge do not justify expectation of owners of the companies which united [3]. Numerous researches testify that revaluation of advantages and underestimation of expenses at a stage of preparation of operation is the main reasons of unsuccessful absorption (except factors which do not depend on participants of operations); the insufficient analysis of business of the company which is absorbed; inefficient management of process. Under such circumstances effective integration can reach thanks to working out of

the effective program of management of activity of again created association which would include also the logistical concept. Certainly, the logistics is mainly applied to management of commodity streams, but the concept of logistics which is based on such principles as: , synchronism and structure, can be used and for non-productive directions of activity of again created association, or even for non-productive structures. Today the logistics has started to be used in the situations connected with accurate planning of co-ordinated sequence of actions. The main thing in the logistics concept is an introduction of the philosophy stimulating all levels and management structures to think and operate is regularity within the limits of set of logistical possibilities and rational economy. According to it we can assert that introduction of the logistical concept in a control system of the organisation forms „system thinking” that allows to spend process of integration with the least expenses, and further promotes effective activity of the company in economic space.

**References:**

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