LOGISTICS POOLING TECHNOLOGY OF FMCG DISTRIBUTION

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Collaborative transportation and logistics pooling are relatively new concepts in research, but are very popular in European practice. In the last years, collaborative transportation seems a good alternative, but it is still in a development stage.

Necessity to serve higher frequency of retail orders placed by FMCG producers is the usual problem of logistics service providers. This situation have a great influence on operations of the logistics service providers, because they need to handle more orders in the same amount of time. Transportation costs are soaring due to LTL (less than truckload) transports which are not cost-effective. Moreover, fuel prices are also rising, and both traffic jams and congestion make the distribution process in FMCG sector more complex.

The main purpose of pooling is to combine orders placed by retailers with producers in order to create full truck deliveries. There are dedicated days for deliveries to the particular points of delivery, but frequency is higher and products on the shelf are fresh.

Freight transport pooling can be introduced as the mutual and contemporary use of a vehicle by two or more actors, all of them being conscious and having a direct action on decisions concerning this transport organisational aspects.

Traditionally, freight transportation planning has been made by the operating companies. The usage of this freight forwarders or integrated logistics providers (4PL, LLP) are usual concepts in freight transport, but the responsibility and the decision making is relayed to a third party, who assumes its consequences. In those transport and logistics schemes, the sender (or the receiver) contracts a company that organises all the transport and distribution related operations, involving other actors like transport operators and logistics providers. This company takes decisions and organises all the distribution processes, the sender (or the receiver) being only customers paying for a standard or personalised service. In logistics pooling

approaches, the decisions are not taken by only one stakeholder but by the group participating on the pooling operations.

In the pooling process logistics service providers play the role of coordinators, which organize and link orders from different producers with the same destination and take responsibility to deliver the required goods in the specified time frame.

In order to maximize advantages for all users, pooling practice aims to group assets and equipment in the field of logistics management. In simple terms, it means sharing transportation, distribution and warehousing costs between project partners.

The practice of pooling is based on information sharing and trust between project members. But cooperation with several different FMCG producers, who are competitors for each other, can be one of the main difficulties to implement this technology in reality.

Pooling technology can adapt supply chain solutions to customer needs worldwide in industries like food, high tech, general goods, personal and home care products. It can help FMCG manufactures and logistics service providers to be competitive in terms of reliability, innovation and cost effectiveness.

АКТУАЛЬНІ АСПЕКТИ ВЗАЄМОДІЇ ЛОГІСТИКИ ТА ІННОВАЦІЙНИХ ПРОЦЕСІВ ТРАНСФЕРУ ТЕХНОЛОГІЙ

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В умовах посилення конкуренції розробка та освоєння інновацій сприятиме розширенню частки ринку і знаходженню нових ринкових ніш. Для налагодження зв’язків між продуцентами технологій та їх споживачами з метою досягнення спільних цілей - отримання прибутку, окупності витрат на здійснені наукові дослідження та розроблені об’єкти трансферу, забезпечення розвитку і отримання додаткових можливостей для майбутнього росту використовують трансфер технологій. Як перспективний напрям його здійснення розглядається логістична концепція, яка здатна забезпечити міжфункціональну та міжорганізаційну координацію учасників трансферу.

Взаємодія логістики та інноваційних процесів трансферу технологій будується за певними напрямами (підходами).

Згідно першого підходу, технології, які є об’єктом динамічного процесу - трансферу, представляються у вигляді інформаційного потоку. В цьому