

INTERCOMMUNICATION OF MARKETING AND LOGISTIC ON THE FREIGHT SHIPPING MARKET

Freight shipping is a process moving to the certain place of bulky, fragile, valuable or any other objects by means of transport. A necessity for freight shipping can arise up at any: and for a businessman who works in the field of transportation, and for a simple layman who just need to move any things into new places.

Today, transportation is an integral part of the infrastructure of the state. They allow carrying out commercial transactions at various distances, assisting development of economic connections and height of welfare of country on the whole. A lot of companies build their business on the providing of services on freight shipping on the different levels of the management system - from municipal and regional levels to international.

Last years, the Ukrainian market of freight shipping experiences an active height, which is limited to only possibilities of transport infrastructure. In 2010, the market continued to grow, while demand for transport companies and delivery services in many regions substantially passed ahead suggestion. At the market appeared many new companies offering freight forwarding services. In 2010 substantially a competition grew between delivery services and transport companies that result in the improvement of quality of the given services.

The main trend at the Ukrainian transportation market - is this considerable strengthening of competition. New delivery service and transport companies, offer their services to consumers. The largest gain was in the market competition, trucking, which has the highest growth among all modes of transportation. Thus not all transport companies can render services up-to-the-mark, as a result at the market there are most punters or there are enlargement and confluence of different delivery services in an order to improve quality the given transport-dispatch services.

In 2010 the tendency of the Ukrainian transport companies became yet more noticeable to bringing the services over in accordance with the European and international norms. In addition, the all greater number of delivery and transport companies services it is begun to spare intent attention to not only direct organization of transportation of loads but also providing of whole complex of

transport-logistic services.

The objectives of marketing trucking market are: realization of intentions of founders of a transport company, effective planning of the system of work, determination of optimal tariffs on the offered services, and also advancement to the market of own unique ideas and developments.

Transport logistics - in freight transport logistics includes, organization of delivery, where moving of some material objects enters and other from one point in other on an optimal, beforehand planned route. Transport logistic this fundamental direction in science about a management by streams both informative and material in the process of motion of commodities.

Possibility to deliver a load or what or other logistic object is most essential in the well planned (optimal) route, in the compressed (talked about) terms, with a minimum expense on organization of this process and with maximally quality, not injuring an object, inflicting to him what or harm.

Conception of logistic and marketing is based on economic community, reflecting essence of market processes.

The level of development of the logistic system and her state render the qualificatory affecting choice of channel of distribution in marketing activity. In practice quite often for the search of potential possibilities of decline of expenses not only in the field of appeal but also in the field of production, the analysis of logistic is used by a functionally-cost. So, a desire to bring down marketing expenses on organization of goods movement by the decline of number of storages and level of supplies or change the type of transporting can substantially influence on quality of logistic service. In this connection for maintenance of positions at the market yet more facilities can be required an enterprise, than it is economized for strengthening of marketing activity on other directions/