

**EXTENSIVE STORAGE SYSTEM AND "COMFORT" DELIVERY,
AS A COMPETITIVE ADVANTAGE TRADING COMPANY**

Each company has itself forms its competitive edge by which tries to realize their strategic and tactical goals. Ukrainian companies, these operate in the market B2-B, also trying to create a series of competitive advantages inherent only to her. The noted earlier analysts of this market, the market B-2-C is developing much faster than market B-2-B. That's why a lot of tools produced market players borrow B-2-B is the major market players in B-2-C. This borrows especially effective when players are in different markets in different areas.

In history when buyers were looking for supplier. Vendors put out a lot of effort to gain and retain your customer. So there are various marketing activities aimed at promoting and retaining customers. These measures may require a lot of money and effort, but their effectiveness may be as large or zero. However, properly constructed economic processes can also be a significant competitive achievement and a means of winning and retaining customers.

Thus, for example, companies are increasingly among suppliers who operate in the market B-2-B, extend system deliveries, which often called "to the door".

Through this approach, the consumer will get the necessary goods in a minimum period of time. Customer not must buy a specific product and may order it directly when there is a final order from the buyer.

Thus, each company that aims to create an extensive logistics system with stock, inventories and delivery of goods not only create additional competitive advantage, but also improves the system of interaction with clients, by the way of optimal performance center to take orders, improving all internal logistics chains systems company

Very often the delivery of goods directly to a merchant in the minimum of time is an argument in the competition. While a sale of goods with similar characteristics, the same price level and a similar service back in the first place is the speed, quality, service delivery and other options that are called "comforts deliver". In some cases, "comforts deliver" is more important than price. And if this on the market B-2-C is less noticeable then the market B-2-B "comforts deliver" speaking at the front.

Note that the “comforts deliver” begin to work only when the sum of orders is exceeding the fixed sum, it is allowed to raise the average amount of orders that had also increase revenue and reduce costs for order. Yet it should be noted that the establishment of warehouses and branches enabled the company to save money on logistics costs for goods began to move more major parties, which reduced the costs of transportation.

Thus, summing up, it can be argued that trading companies operating on the market B-2-B, have the financial capacity and willingness to learn new areas and attract new customers, are able to realize their desires through a series of warehouses and branches.

Also create optimum logistics system renovation minimum required inventory consists of branches, and of “comforts deliver” the goods directly to the customer provides significant competitive advantages trading company.