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DEVELOPMENT OF ORGANIZATIONAL STRUCTURES OF LOGISTIC SUPPORT OF THE ENTERPRISE INNOVATIVE ACTIVITY

The article talks about basic regulations of the logistic support of innovative activities of an enterprise. The use of logistics promotes an intensification of innovative activity and ensures its efficiency in the conditions of continuous internal and external changes, which concern not only quantitative characteristics of innovative streams but also conditions and the coordinated traffic regulation of an innovation on stages of life cycle of an innovation. The most effective improvement of organizational structures can be achieved by optimizing and integrating internal and external, relatively to the current subject, material and information flows on the principles of logistics support of the enterprise innovation activities.

Increasing of consumer requirements to producers (quality of goods, timing of orders, delivery schedules, product range, cost, etc.) causes a need of application of the logistic approach. We mean logistic approach as a complex representation of stream processes in economic activity on the basis of the creation of logistic systems and chains for its optimization. At the same time, it provides a coordination of volumes of purchases of material resources and production of a finished product with the predicted marketing of sales, reduces contradictions between marketing, production, and finance, promotes optimization of functional internal company decisions.

In order to optimize costs for transportation and

storage of raw materials required for the production of enterprises investigated, including power producers, the research is done on potential suppliers and optimal positioning of a single location, given the proximity of suppliers and markets.

For a definition of the location of a distribution centre, considering a location, the strategy of an intermediate arrangement by Edgar Hoover is applied. Using the method of determining the centre of gravity and given the availability of roads, it is determined that economically feasible is to place a regional warehouse in Vinnytsia or one of its regional centres, where warehouse lease is lower.

Its further functional ability, compliance of the standard classification and profitability depends on a correctly chosen geographical position of an object.

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