

THEORETICAL ASPECTS OF LOGISTICS FOREIGN ECONOMIC ACTIVITY IN PHARMACEUTICAL ENTERPRISES

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Access to foreign markets brings to manufacturers requirements to improve production efficiency and product quality, therefore, the fact that success on these markets is objective evidence of the competitiveness of its goods or services. In this regard, foreign economic activity (FEA) is an important and integral part of the economic activity of all market participants in market relations, the formation of which has created favorable conditions for its implementation, since enterprises have the right to directly implement export-import operations [1, 2]. It is FEA that promotes the development of promising directions of export potential both for the country as a whole and for the enterprise separately, through the implementation of which a number of problems are solved (lack of new machines, equipment, technologies, etc.).

The aim of the work is a theoretical substantiation of approaches to the implementation of foreign economic activity logistics for pharmaceutical enterprises.

Materials and methods. In the process of the study, the methods of content analysis, comparison, analysis, synthesis were used.

Results and discussion. FEA logistics has its own specifics in export-import operations – in the implementation of customs procedures, regulation of the conditions for the delivery of goods under sale and purchase agreements based on Incoterms and international transportation rules, in the design of transport and shipping documents, insurance, etc. [3]. It research in the context of FEA involves studying the methodology for analyzing and synthesizing streaming processes that are optimized and evaluating the effectiveness of decisions made. Optimization should be aimed at the rapid mobilization of resources and organizational factors, the best adaptation of economic entities to the fast market environment. All streaming processes (material, informational, transport, storage and others) should be subject to analysis and synthesis; they form a logistic system in their unity and interdependence [3].

It should be noted that the logistics of foreign economic activity is objectively a functional component of logistics; due to the processes of cross-border movement of material, financial and information flows; leads to the emergence of international logistics systems, associations, unions. Based on the study of literary sources, it was determined that it is influenced by such factors as changes in the global economy; introduction of new technologies; development and integration of economic structures at the macro and medium level; the emergence of opportunities for the formation of global logistics chains; the implementation of deregulation procedures.

The main objectives of foreign trade logistics are the price competitiveness of medicines, adherence to the requirements of the relevant pharmaceutical practices of GPP and international quality standards, including quality guaranteed by suppliers and carriers, as well as the development of individual relationships with suppliers of active pharmaceutical ingredients, basic and auxiliary materials.

Investigating the issues of logistics of foreign economic activity of enterprises of the pharmaceutical industry, scientists highlight its features and certain features that distinguish it from similar activities of enterprises of other sectors of the economy, and must be taken into account when implementing foreign economic activity of this type of enterprises (Fig.).

It should be noted that the foreign economic activity logistics of an enterprise is different from its internal logistics. Differences are advisable to divide into general and specific. General differences

are due to the spread of foreign economic activity outside the pharmaceutical company and the country as a whole. In this case, such factors as transportation distance, quality requirements and the range of medicines, the difference in currency, the discrepancy between documentation and legislation, and the type of transport are important.

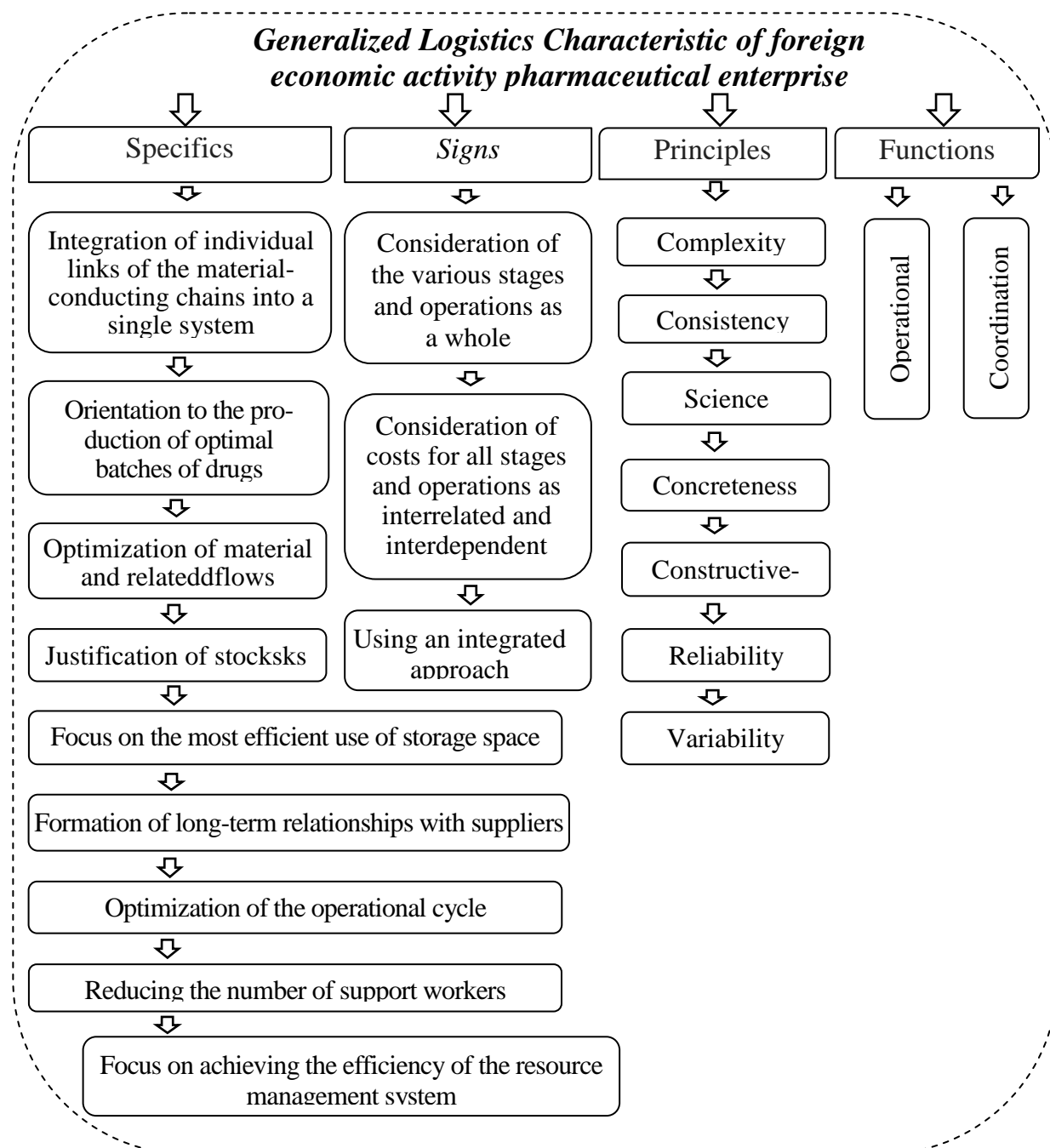


Fig. Characteristics of the logistics of a pharmaceutical enterprise operating in the foreign economic activity field

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