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ПАТ «УКРЗАЛІЗНИЦЯ»**

**Тези доповідей
міжнародної науково-технічної конференції**

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Збірник містить тези доповідей науковців вищих навчальних закладів України та інших країн, підприємств транспортної та будівельної галузі за такими секціями: технології виготовлення та відновлення виробів транспортного призначення; проектування, виробництво та сервіс засобів транспорту; транспортні технології та логістика; проблеми безпеки на транспорті, в промисловості та інфраструктурі; захист довкілля, екологічна безпека та ресурсозберігаючі технології; забезпечення конкурентоспроможності підприємств транспорту і промисловості; інтеграційні процеси фінансово-економічного розвитку транспортної галузі.

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FULFILLMENT IN LOGISTIC INFRASTRUCTURE OF INTERNET-TRADE OF UKRAINE

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Fulfillment for online stores is a comprehensive system approach to outsourcing logistics that provides the full range of warehouse and transport processing customer orders. Fulfillment services, depending on the wishes of the seller, may include full or partial unloading of the functional for the warehouse accounting of goods, the formation of orders and sending them to the place of receipt. The transition to fulfillment in Ukraine, the price of which is becoming more profitable for logistics, is an objective consequence of the growth of sales in online stores [1,2].

By developing a new direction for the market as a fulfillment for online stores, Ukraine is getting a fairly effective tool for maximizing profits and flexible spending management. UVK-Ukraine, a professional logistics operator and full-fledged center, offers its customers the following orders management services [2, 4].

In Ukraine, the fulfillment market is only forming, it is very young, and there are only five or six players. Fulfillment deals with "Nova Poshta". This direction is engaged in "NP Logistik" company which is part of "Nova Poshta" group, the only representative in the Ukrainian market, a player working under the formula "fulfillment + delivery". Today it is the only company in the Ukrainian market that provides services for receiving, storing, packing, packaging and delivering goods to the end user (fig. 3) [5].

During the first half of 2017, for the clients of the e-commerce segment, «Nova Poshta» delivered more than 14 million shipments – by 31% more than last year. During the first half of 2017, "NP Logistik" increased in volumes of shipments by 165% compared to the same period in 2016. During the first six months of 2017, "NP Logistik" increased the volume of warehouse space by 30% compared to the beginning of the year [7]. Despite this, there is an increase in demand for the service: if in 2015, "NP Logistik" processed more than 1 million orders, then in 2016 this figure was 1.9 million. By the end of 2017, the growth is expected to be at least twice as much bigger. The share of "Nova Poshta" in this segment is about 20% [6].

Despite the fact that "NP Logistik" primarily works with the country's largest online retailers, it does not focus exclusively on big business. Today in "NP Logistik" has more than 60 clients, among whom there are famous companies and small online stores. Over the past year, the company managed to double its customer base at the expense of the distributor of the Milavitsa brand in Ukraine, the fashion-retailer MD Group, the publishing house A-ba-ga-la-ma-ha and more than twenty other companies [7]. "NP Logistik" gives online stores a finished product, minimizing risks. At the same time, their operating costs are immediately reduced by 30-40%, and processes are significantly accelerated. In December 2015, the number of orders

that "NP Logistik" handled and delivered to the Rosetka, was 6000 per day, and by January 2017 this figure exceeded 15,000 per day.

However, the biggest problem for the development of fulfillment in Ukraine is the lack of awareness of entrepreneurs: potential customers have to explain what it is and why it is needed. Many entrepreneurs have only heard about such a service, but most do not imagine how it can ease life and give a boost to business development [8].

In addition to the rapid growth of the e-commerce segment, cost optimization will continue to be a driver of the fulfillment market. Previously, companies took a decision in favor of controlling their logistics, but nowadays a priority for big players is to view costs. Yes, those companies that recently worked on their logistics now outsource storing, processing and mailing PSM-materials. This will enable Ukrainian players to develop good experience and the basis for its development in the fulfillment market [3].

Thus, when fulfillment is well-organized, the Internet store gets reduced operating costs and lack of significant investment; flexibility in the logistics service, which is expressed in the scalability of logistics services; concentration on key processes for business development [4, 7].

In the coming years, the fulfillment market will evolve at the expense of two factors – the positive dynamics of e-commerce and the diversification of sales channels. In Ukraine, outsourcing logistics is important to be made convenient not only for large customers who store goods with hundreds of pallets, but also for small ones, the number of which is becoming higher and higher [9].

Although the fulfillment is different from traditional logistics, it is effective due to the existing advanced logistics infrastructure, modern information technology and high level of organization of technological processes. Ukrainian fulfillment market is in the making that is why there are prospects for its expansion, which requires further research.

[1] Fulfillment, what is it? [Electronic resource] – Access mode: <http://partnertrade.org/fulfilment-cto-eto-takoe/>

[2] Fulfillment services for online stores [Electronic resource] – Access mode: <https://www.uvk.ua/en/uslugi/fulfilment-i-dopolnitelnye-logisticheskie-uslugi/>

[3] As the warehouse deficit affects the development of small businesses [Electronic resource] – Access mode: <http://ukraine.web2ua.com/kak-deficit-skladov-vlijaet-na-razvitie-malogo-biznesa-3093/>

[4] Fulfillment-logistics and maintenance of online stores [Electronic resource] – Access mode: <https://www.zammler.com.ua/en/services/warehousing/fulfilment/>

[5] How the fulfillment of the company "Nova Poshta" works [Electronic resource] – Access mode: <https://ain.ua/2017/02/09/kak-rabotaet-fulfilment-novoj-poshty-fotoreportazh-iz-centra-v-brovarax>

[6] Global trend - fulfillment - gaining momentum in Ukraine [Electronic resource] – Access mode: <http://logist.fm/publications/mirovoy-trend-fulfilment-nabiraet-oboroty-v-ukraine>

[7] "NP Logistik": demand for fulfillment is growing rapidly [Electronic resource] – Access mode: <https://novaposhta.ua/news/rubric/2/id/4203>

[8] Services - Fulfillment [Electronic resource] – Access mode: <http://www.logisticplus.com.ua/index.php?cat=209&lang=eng>

[9] Fulfillment [Electronic resource] – Access mode: http://fulfilment.novaposhta.ua/#additional_services