

but for more reliable result it is necessary to take into account a number of other factors, which depend on the adopted logistics strategy of the company.

## **THE HISTORY OF THE DEVELOPMENT OF TRANSPORT LOGISTICS**

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In general, logistics refers to coordinating the movement of a large, complex group of people, supplies, operations, facilities, equipment, etc. While today we may equate logistics with delivery services like UPS and FedEx, historically logistics was most applicable to the movement of armies.

Transport logistics is a system for organizing delivery, namely, for moving any material objects, substances, etc. from one point to another along the optimal route. One of the fundamental areas of science about the management of information and material flows in the process of movement of goods.

It is considered both the delivery of the product to customers by private vehicles, and cooperation with a large logistics company that transports around the world.

The main goal of transport logistics is to transport any cargo from point A to point B with the best value for money. The most suitable modes of transport, routes, speed of transportation should be chosen, as well as damage to the cargo should be minimized. Sometimes it is better to choose a more expensive and longer option to avoid damage to the goods.

The concept of logistics has a long history. In ancient Athens, there was a special position - "logistician", his responsibilities included checking the reports of officials. In ancient Rome, logisticians were officials who performed administrative and religious functions. During the reign of the Byzantine emperor Leo VI (866-912 gg.) Logistics was defined as the supply of the army and the management of its movements. German researcher Professor G. Pawellek noted that the purpose of logistics in the Byzantine Empire was "to pay the army, properly arm and distribute it, timely and fully take care of its needs, that is, to control the movement and distribution of its own armed forces."

In 1884, the American Naval Institute introduced the concept of "logistics" for navigation.

In 1904, at the Philosophical Congress in Geneva, the definition of logistics as mathematical logic was approved.

The principles of logistics were widely developed during the Second World War in the field of logistics of the army. Clear interaction of the military industry, rear and front supply bases, transport allowed in a timely manner and in the necessary quantities to provide the army with weapons, fuel and lubricants and food, as well as in the supply and marketing activities of civilian enterprises.

Therefore, in many Western countries, logistics has gradually begun to move from the military to the sphere of economic practice. Initially, it took shape as a new

direction in the management of material flows, first in the field of circulation, and then in production.

Great development of logistics was in the 60-70's in Japan, where its methods were used in the development and implementation of complex production systems, and until 1980 methods of physical distribution of material flows began to be optimized.

At the end of the 20th century, logistics science acts as an economic direction, which includes procurement, production, sales, transport, information logistics, etc.

Some scientists identify four periods of logistics development:

1. The period of "fragmentation" (1920-1950), characterized by the formation of the principles of logistics in the field of material flow management and reduction of total costs. However, these principles were not fully demanded, and only some logistics functions were used to reduce only some components of costs, such as production, transportation or warehousing.

2. The period of formation of the concept of physical distribution as an integral part of marketing (1950-1970), characterized by the formation of theory and practice of logistics, finding new ways to reduce costs in production and distribution, the development of computer information technology.

3. The period of development (1970-1980) is characterized by the search for new ways to reduce costs in production and distribution. A distinctive feature of the 1970s was the intensification of competition, and therefore, the main task of most companies was to reduce production costs and rational use of raw materials, semi-finished products and components. By the end of the 1970s, the production of transport and storage equipment, new types of containers and packaging had developed greatly in the West. Modern automated warehouse complexes began to be formed, and container transportation of goods began to be actively introduced. Significant economic effect was given by the use of standardization of packaging and packaging standardization logistics systems.

4. The period of integration (1980-1990), characterized by a combination of logistics functions of the company and its partners in the so-called logistics chain (purchase - production - distribution and sale).

Transport logistics is a very important element of any business, whether it is delivery around the city or to another continent. And its optimization and automation are a priority for increasing profits.

#### References

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