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SUPPLY CHAIN MANAGEMENT CONCEPT IN THE GENERAL MARKETING OF ENTERPRISES

When think about the definition of supply chain, there are few aspects which should be considered. Firstly, supply chain is formed by many entities, which is a quiet complex system. Secondly, the activities which implement in these entities should be taken into account, because of these activities, the flow of goods and customer service in the supply chain can be enabled. Thirdly, supply chain must be treated as a whole system, the relationships through the entities should be considered, such as interaction relationship, dependent relationship and the supply and demand balance of finished-product and service. Therefore, the supply chain defines as: the system of organizations, people, technology, activities, information and resources involved in moving a product or service from supplier and customer. Supply chain activities transform natural resources, raw material and components into a finished product that is delivered to the end customer [1].

Supply chain management is an operational management technology, which can make the activities of enterprises ranging from only the best for the big expansion of the logistics activity to all the functions of the enterprise. These functions include marketing, processing, manufacturing and finance, all of these functions to the best way to work closely together as a whole. Equally, supply chain management is the expansion of the integrated management of logistics, its purpose is to organize the logistics functions and supply chain partners such as the functions of the logistics part of a merger or seamless connectivity to internal logistics functions and external suppliers and customers, or third-party logistics league to connect together to form a complete integrated system. Furthermore, supply chain management is the practical application of a common goal at the core of the organization and management [2].

In addition, CSCMP (Council of Supply Chain Management Professionals) states that, the supply chain management (SCM) profession has continued to change and evolve to fit the needs of growing global supply chain. With the supply chain covering a broad range of disciplines, the definition of what is a supply chain can be unclear. Often times SCM can be confused with the term logistics management [3].

As what have been discussed above, the definition of supply chain management is stated as: supply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies [3].

Supply chain can be divided into two parts, the dynamic supply chain and internal supply. Internal supply chain enterprises are only considering their own

business without considering its extension. Dynamic supply chain is composed of a group of independent entities, one of the lead entity looking for those with superior resources of partners, each partner contribute to the supply chain core competitiveness. In fact, supply chain management manages all related activities of the internal and external business, enterprise's internal operations is as same as external operations, there exists value-added activities, so enterprises in supply chain management time must integrate the coordination of external relations and internal supply chain management coordination [4].

Internal supply chain concept Early definition of the supply chain limited to the operation of the enterprise, mainly referring to manufacturing enterprises from external procurement of raw materials and parts after the production, processing, sales to customers at the internal process. That is, internal supply chain. With the theory of supply chain research and entrepreneurial development in depth changes in the supply chain concept of the internal shift from the original external, by the linear shift network type. Therefore, there have been external supply chain and internal supply chain classification. In this study, the concept of internal supply chain is in the production and product flow, the process of raw material suppliers, manufacturers, storage, transportation, retailers and ultimately consumers, composed of networks of supply and demand. Internal supply chain concept confined to a single enterprise, emphasize internal marketing, sales, planning, manufacturing and procurement coordination between departments, can be seen as a reduction of external supply chain, and in the enterprises such as the procurement department can look for an external supply chain suppliers [5].

Stage of internal integration is to implement the direct control of enterprise integration and supply chain implementation within enterprises and external supply chain suppliers and their respective user management part of the integration, the formation of the internal integration of the supply chain. At the same time, internal integration is not only the Department integration, is also the department's standardized flow integration, the formation of the standard flow and management mechanism. In the study, the main consideration in the optimization of resources, capacity, based on the lowest cost and fastest speed in the production of the best products, quick response to user needs in order to improve the responsiveness and efficiency of enterprises.

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