

The Role and Importance of Coordination Principles in Ensuring Competitiveness of Transport and Logistics Systems

Mustanov Odilbek Ganisherovich

Senior Lecturer of Department of General Technical Sciences, Higher Military Aviation School of the Republic of Uzbekistan

ABSTRACT: This article provides information on the differences in the composition and cost of quality parameters of logistics services, transport and storage units, technological equipment for warehouses and cargo transportation, compliance of technical specifications and parameters of vehicles, aimed at minimizing logistics costs.

KEYWORD: integrated logistics, container, service, profitability, supply chain, logistics integration, freight, technological equipment.

Introduction

The coordination of departments in the administration of an enterprise is known as cross-logistics coordination, but the dimensions of logistics disputes are unknown. Frequency of purchases, duration of delivery cycle, level of inventories developed, number of purchased lots, volume of containers and goods, range of cargo units, and quality of services supplied are frequently the parameters of conflict situations that necessitate logistical coordination [1]. These factors are primarily concerned with tactical and operational control. Conflicts over logistics parameters, which are primarily related to the selection of regions for product sales and customer service policies, may arise at the strategic level. In management, coordination is crucial. The company has various functions. Individuals do these tasks in different ways. Furthermore, completing these responsibilities necessitates task division and grouping of activities and decision-making at different levels. All of this requires coordination to achieve the desired goals.

Coordination involves synchronizing, merging, or merging all group actions in an organization to achieve their goals. It is the process by which a manager achieves harmonious group actions and unity of action by balancing the activities of different individuals and groups of individuals to achieve common goals and reconciling their differences in interests or approaches.

In McFarland's words, "Coordination is the process of forming orderly group actions among managerial subordinates and ensuring unity of action toward a common goal." The organization employs a number of people, and each individual case is linked to another. Because everyone in the organization contributes to the same end result, their contribution should be maximized. Therefore, the manager's task is to unite all the team forces of the enterprise and carefully coordinate them to ensure that they have common goals.

Coordination is the name for this managerial role. It should ensure that all departments within the company are aware of the major objectives and are actively working to attain them.

The team leader's and orchestra conductor's roles are to preserve team spirit and action unity in order to achieve flawless harmony. Thus, coordination's role is to preserve worker unity of action in order to achieve work objectives [2]. Conflicts between headquarters and branches, as well as organizational departments, are eliminated through coordination, as are communication issues. Coordination should not be considered a separate role of management; rather, it should be considered the heart of management [3].

The rivalry between logistics and marketing is one of the most typical in enterprises. Both sides often consider the other to be insignificant, unwilling to compromise, and not interested in cooperation.

The conflict is primarily due to the underestimation of logistics opportunities by marketing and sales services and the perception of logistics as a field of activity that deals only with sales and ensures the marketing efforts of companies. Sales professionals are demanding that logistics keep their promises to consumers, which have not been agreed with logistics before. Marketers often believe that logistics is not interested in improving the quality of customer service, but only in reducing costs. Marketing and sales are focused on promoting and selling goods, not being interested in the effectiveness of customer service, taking the logistics component into account, and considering it insignificant, resulting in the company treating logistics as a secondary thing.

In the first phase of organizational logistics support, such an approach to logistics was very acceptable, as salespeople or transport department managers could manage the procurement process themselves, often with individual specialists in sales departments performing the functions of logistics. But, unfortunately, the attitude of logistics as a secondary function in the delivery of materials to consumers has become a cause of stereotype, according to which logistics is defined by transport. This stereotype is still widespread today and is a major obstacle to the development of the logistics concept of management in enterprises [4].

Many of the works of various experts are devoted to the relationship between logistics and marketing. Summarizing some of them, we are in the table. logistics and marketing features, the most important areas of cooperation and general conflict situations. As can be seen from the table, the objects of management, the field of marketing and logistics, and the expected results of decisions are different, which means that marketing services can not solve the problem of providing logistics services, and logistics assumes marketing functions. allows you to conclude that you can not. At the same time, a constructive interaction of logistics and marketing services is needed to ensure the required level of customer service and process efficiency.

Table 1.1 Logistics and marketing features

Description of the functional area	Marketing	Logistics
Control object	Markets, specific goods and services	The material, service, and related flows of finance, information, and services that flow through these markets
Research topic	Optimizing market behavior for the sale of goods and services	Resource optimization in flow management in economic systems
Expected results	Recommendations on competitive	Specific solutions that meet logistics

	strategy and company tactics with added value: what, in what volume, in what markets and in what period to produce, what benefits can be obtained, etc.	requirements: with the right product, the right quantity, the right quality, the right place, the right time and the lowest cost
Interaction parameters: price	Formulation of pricing policy	Determining logistics costs as an element of the cost of goods
Formation of the distribution system	Determining the direction of metabolic processes (buying and selling)	Identify participants in the physical promotion of goods in the retail market
Creating a network of warehouses	Identify sales volumes and sales markets	Determining the location and quantity of stocks; warehouses based on a certain volume of supply to the commercial market
Registration of goods, packaging	Participate in the design of packaging for personal or consumer packaging	Determining the requirements for the type and size of packaging, taking into account the standardization of shipping containers, striving to harmonize the parameters of packaging and transport containers of consumers.
The most common conflicts: stock policy	Maintain high levels of inventory to meet consumer demand and prevent shortages	Optimization of supply in the supply chain, taking into account the location of reserves
Customer service policy	Maximum satisfaction with service to all customers	Flexible level of customer service. Differentiated approach: setting service standards based on logistics costs

J. Stoke and D. Lambert investigated the issue of enterprises' efficient financial resource allocation and evaluated compromise possibilities aimed at lowering the company's overall expenses in the interaction of logistics and marketing. In this scenario, marketing's purpose is to allocate resources amongst marketing elements to secure the company's long-term profitability, whereas logistics' goal is to reduce overall expenses. Customer service is included.

With the growth of the supply chain management concept and the fact that the organization is process-oriented, the distinction between the tasks more clearly demonstrates the oneness of marketing and logistics goals. The coordination of inter-organizational logistics and the implementation of integration functions are required for the growth of process integration which have begun to be transferred to integrated logistics managers. Inter-organizational logistics integration - coordinates the actions of firms, suppliers, consumers, logistics intermediaries to achieve the goals of supply chain management. The need for inter-agency logistics integration is related to the emergence of conflicts between the focus company and all "three parties" (suppliers, consumers and logistics intermediaries), for the following reasons:

- Differences in goals and priorities of organizations, which are related to different development strategies of organizations involved in a single supply chain;

- Various opportunities, level of capital concentration, financial condition;
- Differences in the composition and cost of quality parameters of logistics services;
- Incompatibility Of Transport And Storage Units, Technological Equipment for Warehouses and cargo transportation, technical characteristics and parameters of vehicles;
- Different management styles and structures, traditions, skill levels, etc. [5].

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