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Strategy in the system of the financial and economic security of enterprises: logistic aspect

Abstract: This article is devoted to the financial and economic security of the enterprise, in particular logistic strategy. The publication focuses on the improvement and systematization of the logistic constituent that is an integral part of every enterprise.

Keywords: financial and economic security of the enterprise, the system of the financial and economic security, strategy of the financial and economic security, logistic strategy of the financial and economic security of the enterprises.

Taking into consideration the modern market conditions, a careful attention should be paid to the logistic operations which are one of the most essential constituents in the mechanism of the financial and economic security of enterprises formation. Modern logistics is a conception of the financial and economic security management for the development, organization, administration and realization of the effective and economically advantageous objects' movement in the value systems within the framework of one or a few enterprises. At present logistic strategy formation in the mechanism of the financial and economic security isn't limited with the separate functions of the enterprises, it refers to the all aspects and processes of the value added system.

Examining a great variety of data sources, we have outlined that nowadays the usage of the modern conceptions of logistic constituent management of the financial and economic security of enterprises were investigated by the following scientists: Y. Vitkovsky, E. Hombelska, M. Cheshelski, J. Coyl, H.K. Phol, T. Alesinskaya, J. Krukavskyj, R. Larina, V. Martunjyk, O. Trudid, N. Chukhray, etc.

Simultaneously a great accent is focused on the fact that logistic strategy of the enterprises hasn't been revealed to the fullest extent in the light of the financial and economic security, in particular the aspects of the strategy realization under the modern conditions. The aim of the article is dedicated to the thorough examination of the theory and practice of the logistic strategy of the financial and economic security of enterprises and the specific nature of logistic strategy formation under the conditions of the actual market.

The current stage of the economic development in Ukraine is marked with the decline of the domestic enterprises. Therefore the important task arises to form effective strategies for the maintenance of the financial and economic security of the enterprise aiming at the counteraction of the threats of the internal and external origin.

Financial and economic security of the enterprise is a state of the administrative system of the enterprise that facilitates financial resource management and gives an opportunity to respond to the changes in external and internal environment adequately and to design possible threats and reactions to them aiming at the maintenance of the crisis-free development of the enterprise [1]. The primary objective of the maintenance of the financial and economic security of the enterprise is an achievement of the maximal stability of its functioning, and a formation of the basis for the further increase of economics due to the objective and subjective factors' existence.

From the practical point of view it's obvious that every enterprise in the period of its activity can undergo the array of phases under market conditions: the state of normal activity, revival of normal activity, before crisis state and crisis state [2]. Corresponding logistic strategy and specific tactical measures in economic activity of the enterprise is developed at every stage [3].

We consider it expedient to focus on the fact that only the very few enterprises have the well worked out logistic strategy of activity that foresees a complex material and informative streams management taking into account modern conceptions of administration of the financial and economic security.

As logistic strategy of the enterprise is oriented at the optimization of the financial resources of the administrative subjects at the basic and relevant streams management [4], we suggest the following definition of logistic strategy in the maintenance system of the financial and economic security of the enterprise – it is a long-term, qualitatively determined direction of logistics development that corresponds with the forms and means of its realization, interfunctional and interorganizational co-ordination and integration, set forth by the higher management of the company in accordance with corporative aims and with the aim of the financial and economic security increase.

In principle it is possible to talk about the variety of forms and conditions due to the level of logistic management of financial and economic security of the enterprise that does not allow simply to interpret the types of logistic strategies, however they can be differentiated in relation to the main logistic problems solution: strategy of the integration of the functions and processes; strategy of the consolidation; strategy of the reduction of the cycle; strategy of the differentiation of customer service; strategy of the co-operation – "supplier-consumer"; logistic outsourcing; strategy of logistic innovations [5].

The important thing during the realization of the current approach is a determination of the spheres of the financial and economic security of the enterprise. Every sphere needs the development of the separate logistic strategy, in particular:

- 1) sphere of maintenance of the enterprise returns;
- 2) sphere of financial resource formation of the enterprise;
- 3) sphere of financial stability maintenance of the enterprise and avoidance of risks;
- 4) investment-innovative sphere of logistic management [6].

It's suggested to use process and systematic approach that provides the formation of the integrated strategy of logistic system management for the development of logistic strategy of enterprises in the context of the financial and economic security of the enterprise. The construction of the strategies of the financial and economic security of the enterprise of the administrative subjects must be based on the analysis of level of its financial and economic security. Summarizing the requirements due to the research of the process of logistic strategies formation of the financial and economic security of the administrative subjects the following rotation is outlined (Table 1).

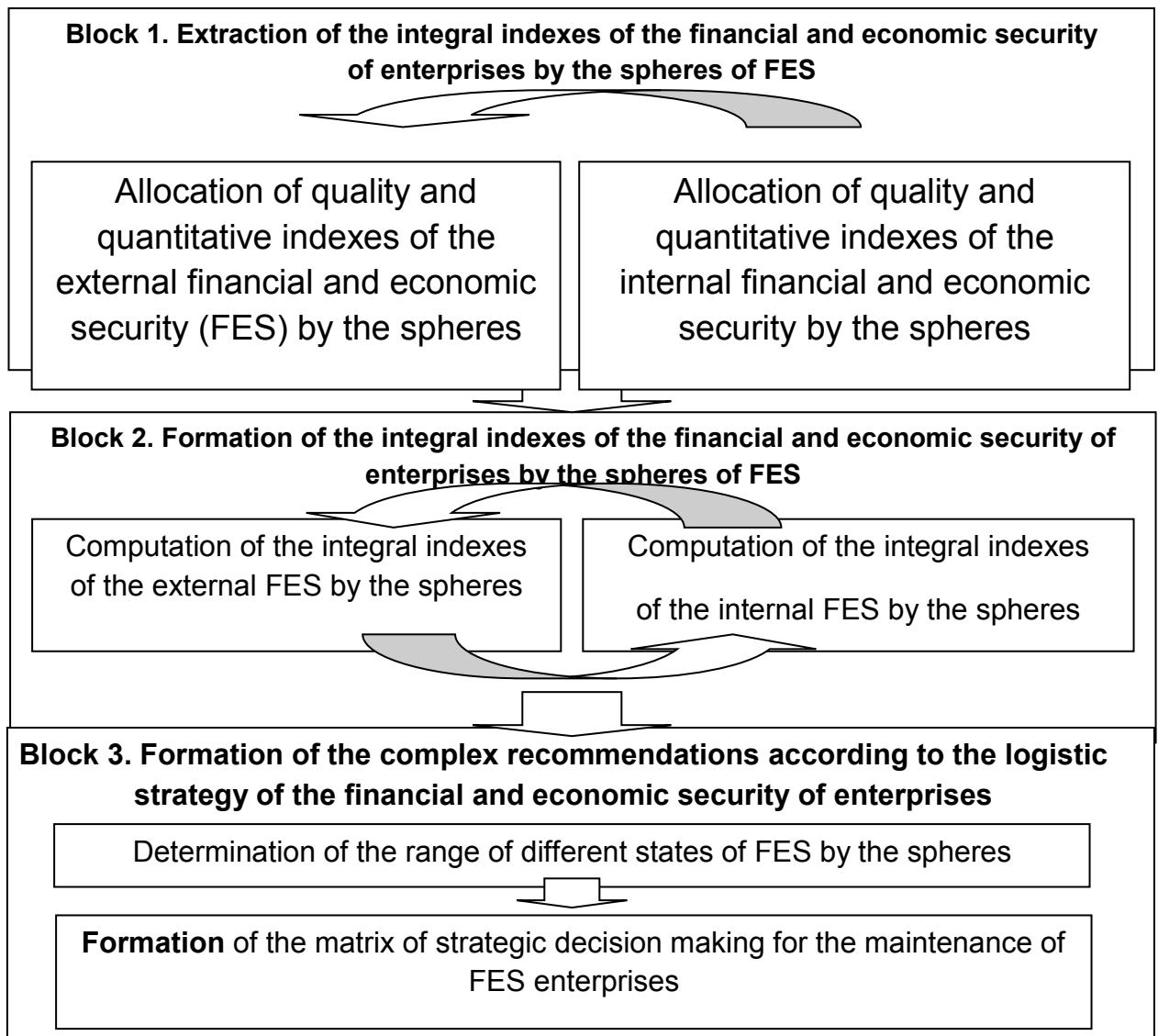


Table 1. Structurally-logic scheme of the logistic strategy formation of the financial and economic security of enterprises

The given rotation is considered to be rather universal but as the performance of all the stages is to be carried out at the examples of the data of the administrative subjects' functioning, so the succession will take into consideration the specific character of the examined enterprises figuring out the integral indexes of the financial and economic security and the range of its meaning for different levels of security.

In difficult changeable terms it is possible to consider the basic descriptions of modern logistic strategy of the financial and economic security of the investigated enterprises: co-ordination of decisions of all logistic sub-systems; rotation and complexity of the actions of different time periods; reality and elasticity of plans [7].

The elements of logistic strategy design in the system of the financial and economic security are represented with the totality of logistic strategic decisions in the spheres of motion of logistic processes of production, purchases, storage, transporting and distribution [8]. Logistic strategy has the internal measuring, embracing realization of the effective material and informative streams within the limits of the industrial enterprises; and also the external measuring – the affairs with surroundings in realization of purchases and goods distribution.

The practical mechanism of logistic strategy realization is carried out through several stages in the system of the financial and economic security of enterprises:

- strategic analysis of logistic system of the enterprise;
- planning of logistic strategy model of the financial and economic security;
- realization of strategic decisions in the context of the financial and economic security;
- control over logistic strategy realization of the financial and economic security [9].

We consider it expedient to focus attention on the fact that logistic strategy of enterprises in the system of the financial and economic security presents the instrument of realization of the main strategy of enterprise. The model of logistic strategy of the investigated enterprises has to present the functional program of activity that will be the pledge of the competitive strength of enterprise structures.

It's essential to take into account three levels of the logistic system management In the process of logistic strategy formation of the financial and economic security of enterprises: operative, tactical and strategic, every level foresees raising of corresponding aims, decision of corresponding tasks and implementation of certain operations. Besides, it's necessary to take into account: the environment where business is performed, that includes the factors of influence on the logistic system but logistics can't manage them; special competence of organization that is determined by the factors that the enterprise can manage and it uses them to differ from the others.

The model of logistic strategy represents the actual economic relations of the administrative subjects clearly enough. Further researches of this range of problems consist in the design of logistic strategies of enterprises in the system of the financial and economic security. The following basic directions of logistic strategies development of enterprises should be marked at practice: direction of contractual (traditional)

logistic strategies; logistic outsourcing; direction of logistic partnership; direction of rapid cycles and integration of delivery chain.

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