

DEPENDENCE BETWEEN THE SHORTENING OF SUPPLY CHAINS AND SCM AT THE MARKET OF VEGETABLES AND FRUIT

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The article substantiates the necessity to reduce the supply chains at the market of fruit and vegetables because of several reasons, particularly products get spoiled fast and have short shelf life; cut down of the costs of logistics. The research studies a supply chain at the market of vegetables and fruit, including introduction into agricultural production; agricultural production of horticulture products; primary storage and processing of food products; distribution. The analysis of supply chains is focused on liquidation of the barriers on the way of fruit and vegetables production. It is determined that shortening of the supply chain at the market of fruit and vegetables results in significant improvement of the products quality; saves costs; increases the level of sales and investments. The research results confirm a dependence between the shortening of supply chains and SCM at the market of fruit and vegetables. The shortening of supply chains aims at securing conditions for a needed product to be at the needed place in the needed time in the needed amount. The principal indices of the work, which demonstrate the supply chain efficiency concerning achievement of the set goal, include level of availability, which demonstrates the deficit in the points of consumption; reserves. The authors substantiate application of SCM covering the whole cycle of raw material purchase, production and distribution of commodities, as well as guarantying the possibility to solve several problems simultaneously, particularly to reduce the cycle of planning and expand its horizons; to optimize costs and determine counteragents and the appropriate amount of commodities in a purchase; to organize online communication with suppliers and related enterprises; to reduce production costs. To implement the adequate initiative concerning SCM saving, it is necessary to understand, discuss, and register business-processes, instruments and information systems. The authors have investigated the main components of the supply chain shortening, including a system of planning of the current and strategic demand at the market of vegetables and fruit for Source, Make, Deliver, Return. Each of the components of the supply chain shortening is substantiated, particularly SOURCE (a system of purchase is characterized by supply management, evaluation and choice of suppliers, control for the supply quality, making agreements with suppliers); MAKE (production is characterized by performance and management of the structural elements of make, which expect control for technological changes, management of production capacities, production cycles, production quality, schedule of production turns, etc.); DELIVER (that process consists of the management of orders, storage and delivery); RETURN (in the process context, structural elements of the commodity refund are identified (defect, odd, expired) both from make to source, and from deliver; examination of product conditions, its place, request for return authorization, planning of product refunds, destruction and recycling). It is also determined that shortening of supply chains requires strong coordination.

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