

## **ANALYSIS AND SELECTION OF SUPPLIERS**

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### ***Анотація***

*Розглянуто основні аспекти особливостей аналізу та вибору постачальників.*

**Ключові слова:** закупівля, управління, підприємство, логістика, постачальник.

### ***Abstract***

*The main aspects of the analysis and selection of suppliers are considered.*

**Key words:** procurement, management, enterprise, logistics, supplier.

### **Introduction**

One of the main problems of managing the purchase of material resources is the choice of supplier. Its importance is explained not only by the fact that there are many suppliers of similar material resources in the modern market, but also mainly by the fact that the supplier can be a reliable partner of the company in the implementation of its logistics strategy.

One of the main ways to improve the efficiency of supply and delivery activities is the use of new forms of organization of supply and delivery processes and the development of elements of the market infrastructure involved in the implementation of material and technical supply and in the supply of manufactured products [3].

Diagnostics of the company's supply policy is a comprehensive, systematic study of both the marketing environment and goals in the field of supply, marketing strategies of supply management and supply activities, the main goal of which is to identify weak points. An important element of the analysis of the supply system is the study of the company's product portfolio, which involves identifying the most attractive groups of products, based on the strength of their positions in relation to other groups of products in the company's product range.

### **Research Results**

The analysis of the supply of products is closely related to the analysis of the fulfillment of contractual obligations for the supply of products. Non-fulfillment of the plan according to the contracts for the enterprise results in a decrease in revenue, profit, and the payment of fines. In addition, under conditions of competition, the enterprise may lose markets for the supply of products, which will cause a decline in production.

The undersupply of products negatively affects not only the results of the activity of this enterprise, but also the work of trade organizations, related enterprises, transport organizations, etc. When analyzing the supply of products, special attention should be paid to the fulfillment of obligations under the state order, cooperative supplies and export of products.

In the process of analyzing the production and supply of products, it is also necessary to assess the risk of undemanded products, which may arise as a result of a drop in demand for them. It is determined by the amount of possible material and moral damage to the enterprise caused by this cause. Every enterprise should know the amount of losses, if any part of the products turns out to be unsold. To avoid the consequences of undemanding products, it is necessary to study the factors of its occurrence in order to find ways to prevent or minimize losses [1].

There are several important factors for companies when choosing suppliers:

- quality of goods or services;
- price;
- reliability and delivery times;
- volume and needs;
- reputation and reviews;
- agreement and terms of cooperation.

By taking these factors into account and analyzing different suppliers, you will be able to make an informed choice and find the best supplier for your business.

### Conclusions

Therefore, an overview of the theoretical aspects of the relationship between procurement and distribution logistics, features and tasks of supplier selection was conducted. Making management decisions based on the results of calculating the logistics parameters of the enterprise was considered.

Supply is the ability to draw the attention of buyers to products and stimulate expanded sales to end consumers. And its purpose is to regulate the volume of sales to ensure the planned profit of the organization and to meet the needs of target consumers.

Today, domestic companies mainly rely on their own information when choosing suppliers. At the same time, companies with a large number of suppliers can form a list of proven and well-known partners.

Entering into business relations with unknown suppliers entails certain risks for the company. In the event of incompetence or dishonesty of suppliers, consumers may face interruptions in the production program or direct economic losses, so businesses are looking for different methods to detect unscrupulous suppliers [2].

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