

## SESSION VII - ECONOMICS OF AGRI-FOOD SECTOR AND RURAL DEVELOPMENT

### Subsection - 7.1 Economy, business and administration

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#### SPECIFICITIES OF THE LOGISTICS ACTIVITY IN THE SEA BUCKTHORN PRODUCING ENTERPRISE

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Sea buckthorn production enterprises fall into the category of production enterprises in which the fundamental concepts in logistics are the concepts of supply chain, logistics system, logistics functions, logistics materials, services, financial and information flows. The purpose of the given work is to highlight the concepts of logistic activity within the enterprises producing sea buckthorn. The tasks of the paper are found in the research of the emergence of the notion of logistics, the establishment of logistics flows in the sea buckthorn producing enterprise, the delimitation of all logistic operations along the route of the material flow within the sea buckthorn producing enterprise, the establishment of logistics functions for the sea buckthorn producing enterprises, establishing the functional areas of logistics within the company producing sea buckthorn. In this paper a number of scientific and empirical research methods and their components based on analysis and synthesis, comparison, graphical presentation of the results obtained have been used. The research has an interdisciplinary, descriptive and applicative character with a logical-deductive approach. The research focused on the study of problems related to logistics as an integral part of marketing, in particular the process of analysis, planning and implementation of logistics operations, principles, functions, methods, with the help of which the established objectives are achieved. In the logistics activity of the white hawthorn enterprise, initial attention needs to be paid to reducing the total costs associated with the procurement process, as the costs of managing procurement in various areas of production vary from 40 to 60% in the production cost structure.

An important aspect of dealing with intermediaries is to recognize that intermediaries are independent suppliers and that marketing of the white currant enterprise should be directed to them, not through them. The sales process includes stock management and physical distribution. Both parts can be powerful marketing tools when used effectively. These areas in sales logistics can not only help control costs, but also significantly improve customer service levels.

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