

TYPES OF COMMERCIAL AND SERVICE LOGISTICS AND THEIR AREAS OF ACTIVITY

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Abstract: Commercial and service logistics are essential for the efficient movement of goods, services, and information in modern economies. This article examines the main types of commercial and service logistics and their areas of activity. It highlights the importance of logistics in improving operational efficiency, reducing costs, and ensuring high-quality service across various sectors.

Keywords: commercial logistics, service logistics, supply chain, distribution, customer service, logistics management

Аннотация: Коммерческая и сервисная логистика имеют ключевое значение для эффективного движения товаров, услуг и информации в современной экономике. В статье рассматриваются основные виды коммерческой и сервисной логистики, а также их области деятельности. Подчеркивается важность логистики для повышения эффективности, снижения затрат и обеспечения качественного обслуживания в различных секторах экономики.

Ключевые слова: коммерческая логистика, сервисная логистика, цепочка поставок, распределение, обслуживание клиентов, управление логистикой

Annotatsiya: Tijorat va servis logistikasi zamonaviy iqtisodiyotda tovarlar, xizmatlar va ma'lumotlarning samarali harakatlanishi uchun muhimdir. Ushbu maqolada tijorat va servis logistikasi turlari va ularning faoliyat sohalari tahlil qilinadi. Logistikaning operatsion samaradorlikni oshirish, xarajatlarni kamaytirish va turli sohalarda sifatli xizmat ko'rsatishdagi ahamiyati yoritiladi.

Kalit so'zlar: tijorat logistikasi, servis logistikasi, ta'minot zanjiri, tarqatish, mijozlarga xizmat, logistika boshqaruvi

Introduction

Logistics has become an essential component of business strategy in the contemporary economy. Organizations are no longer evaluated solely on the quality of their products or services but also on how efficiently they deliver value to customers. Commercial and service logistics represent two interconnected areas that support production, trade, and service delivery.

Commercial logistics focuses on the physical flow of goods, whereas service logistics concentrates on managing service processes, information, and customer interactions. Understanding their types and areas of activity is critical for achieving competitiveness and sustainable development.

Commercial Logistics: Types and Functions

Commercial logistics is a vital component of modern business operations, ensuring the efficient movement and management of goods throughout the supply chain. In today's competitive marketplace, companies are no longer judged solely on the quality or price of their products; the speed, reliability, and efficiency of delivery have become equally important. Commercial logistics involves the planning, implementation, and control of goods from suppliers to end consumers.

Its importance has grown significantly with globalization, e-commerce expansion, and increasing customer expectations. Organizations that efficiently manage their logistics operations gain a competitive advantage by reducing costs, improving delivery times, and enhancing customer satisfaction. This article explores the main types of commercial logistics and their functions, highlighting how each type contributes to the overall effectiveness of supply chain management.

1. Procurement Logistics

Procurement logistics, also called inbound logistics, focuses on acquiring raw materials, components, and products from suppliers. It involves not only the physical movement of goods but also the coordination of purchasing, supplier evaluation, and contract management.

In developing a comprehensive understanding of commercial logistics, numerous studies have addressed various aspects of logistics management, infrastructure optimization, and resource planning. Research conducted by Ahmedov R. M. emphasizes systematic approaches to improving the technical and operational quality of road networks and bridges (Ahmedov, 2021; Ahmedov et al., 2017, 2018). For example, studies on planning and management of road and bridge maintenance highlight the importance of structured logistics and timely intervention to reduce operational losses (Ahmedov, Zhuraev, & Murodova, 2017).

Several works focus on the integration of higher education institutions with industrial practices to prepare competitive specialists for the road industry. This integration not only improves professional training but also ensures that logistics processes are aligned with real-world operational requirements (Ahmedov, 2023).

Research by Dinges and Ahmedov (1987) investigated the optimization of medium-scale bridge repairs, demonstrating how proper planning and execution of maintenance operations can significantly reduce resource expenditure and improve the longevity of infrastructure. Further studies emphasize forecasting the necessary funding for road network development, which is directly related to the efficiency of

commercial logistics operations (Ahmedov, Kasimov, & Soginboeva, 2017).

Key Functions of Procurement Logistics:

1. Supplier Selection and Evaluation: Identifying reliable suppliers based on quality, cost, and delivery performance.
2. Purchasing and Ordering: Ensuring timely orders and managing procurement contracts.
3. Inbound Transportation: Coordinating the transport of goods from suppliers to warehouses or production facilities.
4. Inventory Management: Maintaining optimal inventory levels to prevent shortages or excess stock.
5. Quality Control: Verifying the quality of incoming goods to avoid disruptions in production or customer dissatisfaction.

Efficient procurement logistics reduces costs, prevents production delays, and ensures a smooth supply chain.

2. Production Logistics

Production logistics manages the internal flow of materials and components within manufacturing facilities. Its primary objective is to ensure that production processes are uninterrupted and that resources are available where and when needed.

Key Functions of Production Logistics:

1. Material Flow Management: Coordinating the movement of materials between storage areas, workstations, and production lines.
2. Production Planning Support: Aligning material availability with production schedules to avoid downtime.
3. Internal Transport: Using forklifts, conveyors, and automated systems to move goods efficiently within the plant.
4. Inventory Control: Ensuring raw materials and components are stocked at optimal levels for continuous production.
5. Waste Reduction: Minimizing excess handling, storage, and movement to improve cost efficiency.

Well-organized production logistics ensures timely manufacturing, reduces operational costs, and enhances product quality.

3. Distribution Logistics

Distribution logistics, or outbound logistics, deals with delivering finished goods to wholesalers, retailers, or end consumers. This type of logistics is customer-facing and directly impacts satisfaction and market competitiveness.

Key Functions of Distribution Logistics:

1. Order Processing: Efficiently managing customer orders from receipt to delivery.

2. Warehousing: Storing finished products safely and in a way that allows quick access for shipment.
3. Packaging: Ensuring goods are packaged securely to prevent damage during transportation.
4. Transportation Management: Selecting optimal routes, modes of transport, and carriers for timely delivery.
5. Inventory Management: Monitoring stock levels in warehouses to meet demand without overstocking.

Effective distribution logistics reduces delivery times, enhances reliability, and strengthens customer trust.

4. Reverse Logistics

Reverse logistics focuses on the return flow of goods from customers back to suppliers, manufacturers, or recycling centers. This includes product returns, defective items, recycling, or disposal.

Key Functions of Reverse Logistics:

1. Returns Management: Handling customer returns efficiently to maintain satisfaction.
2. Recycling and Reuse: Collecting used products for recycling, refurbishing, or resale.
3. Waste Management: Properly disposing of defective or non-recyclable items.
4. Cost Recovery: Recovering value from returned goods to reduce financial losses.
5. Environmental Compliance: Ensuring all processes follow legal and environmental standards.

Reverse logistics is increasingly important in sustainable business practices and helps organizations reduce waste and improve public image.

5. Integration of Commercial Logistics Functions

Although procurement, production, distribution, and reverse logistics are often discussed separately, they are interconnected. A well-integrated commercial logistics system ensures smooth coordination across all stages of the supply chain.

Benefits of Integration:

- Reduced Lead Time: Faster movement of goods from suppliers to customers.
- Cost Efficiency: Lower transportation, storage, and handling costs.
- Improved Customer Service: Timely delivery and accurate order fulfillment.
- Flexibility and Responsiveness: Ability to adapt to market changes and customer demands.
- Enhanced Information Flow: Accurate data on inventory, orders, and transportation facilitates decision-making.

Integration is supported by modern technologies, such as Enterprise Resource Planning (ERP) systems, warehouse management software, and real-time tracking tools. These systems allow managers to monitor the entire supply chain, anticipate problems, and optimize operations.

Conclusion

Commercial logistics is a fundamental component of modern business operations and supply chain management. It encompasses procurement, production, distribution, and reverse logistics, each of which plays a vital role in ensuring that goods move efficiently from suppliers to end customers. Effective commercial logistics helps organizations reduce operational costs, improve production and delivery timelines, and enhance overall customer satisfaction.

The integration of all logistics functions is essential for achieving a seamless and responsive supply chain. When procurement, production, distribution, and reverse logistics are coordinated effectively, companies can anticipate demand fluctuations, prevent stockouts, and respond swiftly to market changes. This integration also enables better communication between departments, real-time monitoring of inventory and shipments, and more informed decision-making.

Modern technological tools, such as Enterprise Resource Planning (ERP) systems, warehouse management software, and transportation management systems, further enhance logistics efficiency. These tools provide organizations with the ability to track goods, optimize routes, forecast demand, and analyze operational performance. In an increasingly digital and global economy, leveraging technology in commercial logistics is no longer optional—it is a strategic necessity.

Moreover, the role of commercial logistics extends beyond operational efficiency. Sustainable logistics practices, including reverse logistics, recycling, and waste reduction, contribute to environmental responsibility and corporate social responsibility. Companies that adopt sustainable logistics strategies not only reduce costs but also strengthen their brand reputation and build customer trust.

Finally, commercial logistics is a key driver of competitiveness in both local and global markets. Organizations that invest in well-structured logistics systems are better positioned to meet customer expectations, maintain high service levels, and adapt to changing economic conditions. In conclusion, commercial logistics is not merely a support function; it is a strategic tool that enables businesses to grow, innovate, and remain competitive in an ever-evolving marketplace.

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