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Zh.N. Yerniyazova¹, G.E. Talapbayeva¹, G.K. Makasheva², M.E. Galidenov²¹Kyzylorda State University named after Korkyt Ata, Kazakhstan;²Atyrau State University named after H. Dosmukhamedov, Kazakhstan.E-mail: Zhan-san@mail.ru, Gulnar.7575@mail.ru, g.makasheva@bk.ru, mahambet_1995@mail.ru**COMPARATIVE ANALYSIS OF LOGISTICS
OF STATIONARY RETAIL AND ONLINE COMMERCE**

Abstract. The development of the scientific concept of the economic category “logistics of trade services” dictates the need for the formation of logistics systems of trade services, which should be based on two dominant components - this is the territorial component and the integral. The need to include a territorial component is explained by the fact that retail trade and public catering, working for a specific consumer, gravitate towards the places where their client is located. The second component, an integrated logistics tool, provides for a significant change in the objective function and the criteria for the optimality of logistics activities, which makes it possible to achieve maximum competitive advantages to ensure the implementation of development strategies of the trading industry as a whole. In times of progressive digital transformation and constant change, a continuous reorientation of stationary retail is indispensable in order to be successful in the future. The practical recommendations for action provide a guideline for the transformation of stationary retailing based on digital change processes. Various factors are taken into account, which is identified as critical success factors for stationary retail. These include a reorientation of the business model, the introduction of new digital technologies and data protection. In general, stationary retail must rethink the business model holistically and be open to radical innovations in order to be successful in the long term.

Keywords: logistics, retail, Internet, supplies, system, service.

Introduction. Considering the logistics of trade services as a combination of two independent scientific areas - retail logistics and catering logistics - from the standpoint of well-known logistics rules, the authors believe that the interaction of a retail trade or catering enterprise with the end consumer and suppliers of goods, logistics, as a result of which the process of providing trade services occurs, it is possible to carry out only within a specific territory, which should be called logistic territory. At the same time, the limited timeframes for the sale of everyday goods in retail and finished catering products, a wide, deep and varied assortment of products, the consumption of which is carried out in relatively small amounts, but daily, has an important influence on the organization of the process of supplying trade services. This dictates the need to maintain a constant relationship with suppliers and to deliver goods often in small batches.

Main part. According to the authors of the article, a logistic territory should be understood as a complex logistic system consisting of link elements interconnected by economic flows (material, financial, informational, etc.) within a specific spatially limited territory, the tasks of which are determined by internal and external goals of this system.

The specificity (certainty) of the logistics area is expressed not only by its spatial boundaries, which play an important role, but also by historical, natural, socio-economic and market originality.

The natural uniqueness of the logistics area is expressed by its regional characteristics characterizing the composition and distribution of natural conditions and resources. The historical uniqueness of the logistics area is the features that characterize the stages and sequence of economic development and the formation of the market of a given area.

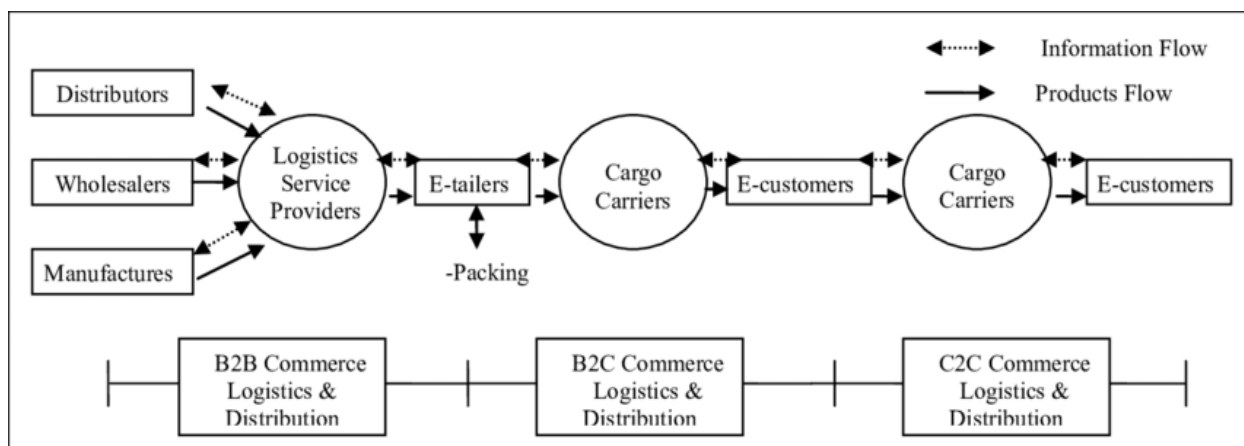
By the socio-economic originality of the logistic territory we mean the types (types) of relations that develop between the people living in a given area in the process of producing material goods and

providing services. The socio-economic identity of the territory can be characterized by such criteria as the presence of production and non-production enterprises, industrial, market and social infrastructure, means of transport and means of communication, population and labor resources, the qualification of the workforce, the level of development of science, etc.

The market originality of the territory is determined by the relationships between market entities and can be expressed by the following basic properties of a particular logistics territory:

- the presence of target markets (target audience), the needs of which it meets;
- development and formation of the offer of goods and services in order to maximize and effectively meet the needs of the target audience;
- determination of the price and the formation of the value of the territory (land) transferred to consumers;
- competitiveness of the territory, allowing to ensure a high level and quality of life of the population of the territory.

Foreign experience in the application of a logistic e-tailing system is shown in figure.



The relationships among partners in the e-tailing supply chain

The growing of e-tailing industry drives e-tailers and e-suppliers to search for radically new ways of doing business because they have to manage all activities from procurement to delivery in their e-tailing supply chain efficiently. Nowadays, E-SCM (Electronic Supply Chain Management, also can be called as the Internet-Based Supply Chain Management

To understand such a property as “concreteness (certainty)” of a logistics territory, it becomes necessary to determine its borders, which, according to the authors, is possible on the basis of designing logistics systems at the macro, meso or micro levels.

A review of scientific and specialized literature showed the presence of a multiplicity of approaches to such concepts as mesoeconomics, mesologistics and the mesoscale and ambiguities in their interpretation.

So, in economic science there is a traditional interpretation of macro- and microeconomics, along with which many scientists recognize the presence of an intermediate level of aggregation-mesoscale, which allows for the structural unity of economic science, as well as the uninterrupted operation of a single mechanism for managing the economy, its coordination and regulation. Mesoeconomics, according to scientists, as a young science, does not yet have a strictly defined methodology, developed research methods at the meso level and, moreover, even an unambiguous conceptual apparatus.

In the field of trade services within the framework of the spatial-territorial paradigm of logistics at the macro-, meso- and micro-logistics levels, the following tasks are possible:

- development of a system of the most cost-effective placement of objects of trade services - determination of optimal locations, types, types, specialization, capacity and capacity of enterprises of trade services, including in places of mass concentration of consumers;
- identification of areas of potential demand for trade and public catering services taking into account the movement of consumer flows;

- comprehensive organization and development of a network of trade services in accordance with dynamically changing consumer preferences of the population;
- the formation of a system of criteria and an assessment of their impact on the economic and social efficiency of the location of projected and existing enterprises in the sphere of trade services;
- determination of the effectiveness of enterprises depending on the location and nature of their location.
- location of enterprises (shops, stationary network catering enterprises, Internet commerce stores, etc.), providing the best conditions for their availability with minimal consumption of time for consumers;
- the formation of the structure of a network of trade services that best meets the needs of various categories of the population in terms of content and location of services;
- the use of progressive types of buildings and structures, which with their functional-technical and architectural-planning decisions are able to meet not only the existing requirements for commercial services, but also be relevant in the future, in terms of meeting and changing needs of people, and improving the quality and organization of services .

From the point of view of the development strategy of the sphere of trade services, the solution of these problems will significantly ensure the rapid development of infrastructure trade objects in accordance with the forecast values of socio-economic indicators of the development of territories.

A study and comparative analysis of the evolution of theories of the spatial distribution of production enterprises and the market allows us to argue that the solution to the problem of the territorial organization of trade is systematic: when choosing the optimal location for a trade service enterprise, a system of criteria should be taken into account, the composition of which can vary depending on the goals of formation and development , as well as the level of (macro-, meso-, micro-) logistics system.

The study of factors and the selection of criteria that determine the most advantageous location for trade and public catering enterprises in the logistics area requires a diverse approach.

It should be noted that the effectiveness of the location of commercial services depends on the influence of a wide range of external and internal factors, the list of which will differ and depend on the level of the logistics territory.

Among the internal factors affecting the selection of criteria for evaluating the logistics area and the effectiveness of the placement of trade services should include:

- format, type, type and specialization of the enterprise, its power (size);
- the level of qualifications and competencies of workers in the field;
- the complexity of the correct and timely accounting of raw materials, semi-finished products, a characteristic feature of which are short shelf life;
- idea of an enterprise; the list of services provided in the enterprise, the quality of goods sold, products and services provided at the enterprise, etc.

Environmental factors include:

- imperfect legislative and regulatory framework, tax system;
- the complexity of forecasting consumer demand for products and services of objects of trade services;
- instability of the supply of goods, raw materials, materials;
- the nature of human and traffic flows;
- pedestrian and transport accessibility, affecting the size of the zones of commercial service of the enterprise and the ability to deliver goods;
- organization of the adjacent territory, including the presence of parking for visitors' vehicles, convenient access roads;
- the presence of warehouse facilities, etc.

When considering the functioning and placement of trade services facilities by domestic and foreign scientists, various criteria and factors are examined. When examining the problems of locating enterprises in the production and service sectors, foreign scientists pay great attention to such factors as transport costs, the level of income of the population, regional legislation, and factors that increase and decrease the attractiveness of the city.

Given the current situation, in our opinion, an increase in the importance of the criteria of socio-economic and market groups is inevitable, allowing to take into account the economic activity of the population and the overall economic situation in the country.

The basis for the successful operation of a commercial service enterprise at the micro level is its placement on the path of human traffic. Entrepreneurs should take into account the zone of gravity of consumers of goods and services, which is determined by the distance from the object of trade services to the place of residence or place of work, since this is one of the main factors. You also need to evaluate the prestige of the district (neighborhood), the sociological portrait of potential consumers, their purchasing power, the presence of competitors, etc.

The factors of the mesoscale associated with the location of trade service organizations within individual regions and cities include:

- employment and living standards;
- the price of land and other fixed assets;
- the availability, qualifications and price of labor resources;
- transport opportunities, accessibility of the consumer market (urban transport routes, quality of automobile accessibility);
- policy of authorities in relation to the sphere of trade services;
- criminogenic situation;
- geographical features and climatic conditions, etc.

Regardless of the general state of the economy, some regions (regional markets) seem more attractive for their development by retail chains. Mesoscale factors are directly related to regional business support policies. Based on the assessment of these factors, it is possible to develop measures of targeted impact on the placement of trade organizations both in the city as a whole and in its districts.

Macro-level factors affect the migration of entrepreneurial capital between different countries and between regions within countries. These include:

- the potential of the territory (country, region, constituent entity of the Federation);
- local legislation;
- investment climate of the study area;
- tax regime (features of taxation in the region);
- the dynamics of production by industry and monopolization of the market;
- economic security, etc.

For the sphere of trade services, the most significant are the factors reflecting the socio-economic identity of the logistics area:

- concentration of trade and public catering enterprises;
- the intensity of pedestrian and traffic flows;
- pedestrian accessibility of enterprises;
- transport accessibility (by personal and public transport) and the convenience of access roads (both for consumers and for suppliers of raw materials, materials, goods);
- organization of the adjacent territory - availability of parking and the number of parking spaces;
- nature of accommodation (in a separate building, in the complex);
- the presence and concentration of administrative, cultural, sports, entertainment facilities, etc. - places of gravity of the population.

The criteria to characterize the market identity of the logistics territory, the volume and structure of supply and demand on it are:

Classification of criteria determining the nature of the spatial and territorial concept of logistics.

Conclusion. Criteria reflecting the level of intra-industry specificity (between similar industries) the level of inter-industry specificity (between different industries) the level of concentration of enterprises. The intensity of pedestrian and traffic flows. Level of walking accessibility. The level of transport accessibility and convenience of access roads. The level of organization of the surrounding area, including the number of parking spaces and the availability of parking. The nature of the placement. The concentration level of administrative, cultural, sports, entertainment facilities, etc. The concentration level of potential consumers. The level of income of potential consumers. The level of intra-industry competition. The level of quality of the services provided. Price level. The level of prices for the purchase or rental of real estate The quality of automobile transport accessibility. The quantity, quality and

frequency of public transport. The quality of the road surfaces, providing the minimum time to reach the object of trade services. Convenience of public transport routes. Ecological situation in the territory adjacent to the commercial facility. The prospects for the development of urban infrastructure in the short term. Qualitative composition of institutions located close to the commercial facility, providing services related to commercial services.

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СТАЦИОНАРЛЫҚ БӨЛШЕК САУДА ЖӘНЕ ИНТЕРНЕТ САУДА ЛОГИСТИКАСЫН САЛЫСТЫРМАЛЫ ТАЛДАУ

Аннотация. «Сауда қызметінің логистикасы» экономикалық категориясының ғылыми тұжырымдамасын әзірлеу сауда қызметінің логистикалық жүйесін қалыптастыру қажеттілігін тудырады, бұл екі басым компонентке – аумақтық және интегралдыққа негізделуі қажет. Аумақтық компонентті енгізу қажеттілігі нақты тұтынушы үшін жұмыс атқаратын бөлшек сауда және қоғамдық тамақтану клиенті орналасқан жерге қарай тартылуы негізінде түсіндіріледі. Екінші компонент – кіріктірілген логистикалық құрал объективті функцияның белгілі бір деңгейде өзгеруін және логистикалық қызметтің оптималдық өлшемдерін қамтамасыз етеді әрі жалпы сауда индустриясының даму стратегиясын іске асыруды қамтамасыз ету үшін максималды бәсекелестік артықшылыққа қол жеткізуге мүмкіндік береді.

Прогрессивті цифрлық және тұрақты өзгерістер барысында тұрақты бөлшек сауданы үздіксіз қайта бағдарлау болашақта табысқа жету үшін қажет. Іс-әрекеттегі практикалық ұсыныстар цифрлық өзгерістер үдерісіне негізделген стационарлық бөлшек сауда түрлендіруге арналған нұсқаулық береді. Стационарлық бөлшек саудада табыстың маңызды ретінде анықталған түрлі факторлар ескерілген. Оларға бизнес-модельді қайта бағыттау, жаңа сандық технологияларды енгізу және деректерді қорғау кіреді. Жалпы алғанда, стационарлық бөлшек бизнес моделін түбегейлі қайта ойластырып, ұзақмерзімді перспективада табысты болу үшін түбегейлі инновацияларға ашық болуы керек.

Осы ықтимал әрекет курсы жүзеге асыруды жеке шешудің тұтқасы ретінде емес, жедел шешімдер бағытын анықтай отырып, әрекеттің стратегиялық негізі ретінде қарастыру керек. Күн сайын жаңа өнімдер немесе қызметтер пайда болатын, жылдам дамып келе жатқан қоғамда клиенттердің ағымдағы қажеттіліктеріне негізделген өзгеру үдерістерін бастау және оларды сәтті жүзеге асырғаннан кейін аяқталған жоба ретінде қарау жеткіліксіз болады. Себебі тұжырымдамалардан бастап жаңа тұжырымдаманы қолдануға дейін клиенттердің мінез-құлқы және қажеттіліктері баяғыда-ақ өзгерді. Бұл жаңа цифрлық әлемде ұзақмерзімді перспективада тұтынушы қажеттіліктерін қанағаттандырудың дара жолы – өзгеріс үдерістерінің үздіксіз басталуы болып саналады.

Сондықтан сандық инновацияларды енгізудің тұрақты сатушыларына көптеген ашық жол бар. Иммерсивті элементтер интеграциясы қысқамерзімді және ортамерзімді перспективада бөлшек саудада жүзеге асырылады. Осы құбылмалы өзгеріске тым сақтықпен қарайтындардың ұзақмерзімді перспективада интернет-сауда алыптарына қарсы ешқандай мүмкіндігі болмайды. Стационарлық бөлшек сауда үшін көп нәрсе қауіп төндіреді. Интернет-әлемнің жаңа қағидаттарын табыс табуға пайдалану өте маңызды – бұл дегеніміз – жаңа негізді игеруге дайын болу, жылдам үйрену және бәрінен бұрын түбегейлі әрекет ету.

Түйін сөздер: логистика, бөлшек сауда, интернет, керек-жарақтар, жүйе, сервис.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ЛОГИСТИКИ СТАЦИОНАРНОЙ РОЗНИЧНОЙ ТОРГОВЛИ И ИНТЕРНЕТ-ТОРГОВЛИ

Аннотация. Развитие научного представления об экономической категории «логистика торгового обслуживания» диктует необходимость формирования логистических систем торгового обслуживания, в основу которых должны быть положены две главенствующие составляющие – это территориальная составляющая и интегральная. Необходимость включения территориальной составляющей объясняется тем,

что розничная торговля и общественное питание, работая на конкретного потребителя, тяготеет к местам непосредственного нахождения своего клиента. Вторая составляющая – интегральный логистический инструмент, предусматривает существенное изменение целевой функции и критериев оптимальности логистических мероприятий, благодаря чему возможно максимальное достижение конкурентных преимуществ для обеспечения реализации стратегий развития торговой отрасли в целом.

Во времена прогрессивных цифровых преобразований и постоянных изменений непрерывная переориентация стационарной розничной торговли необходима для достижения успеха в будущем. Практические рекомендации к действию служат руководством для преобразования стационарной розничной торговли на основе процессов цифровых изменений. Различные факторы принимаются во внимание, что определяется как критические факторы успеха для стационарной розничной торговли. К ним относятся переориентация бизнес-модели, внедрение новых цифровых технологий и защита данных. В целом, стационарная розничная торговля должна переосмыслить бизнес-модель в целом и быть открытой для радикальных инноваций, чтобы добиться успеха в долгосрочной перспективе.

Реализация этих возможных направлений действий должна рассматриваться не как самостоятельный рычаг решения, а скорее как стратегическая основа для действий путем определения направления оперативных решений. В этом быстро меняющемся обществе, в котором новые продукты или услуги появляются каждый день, уже недостаточно инициировать процессы изменений, основанные на текущих потребностях клиентов, и рассматривать их как проект, заверченный после успешной реализации. Потому что со времени концепции до применения новой концепции поведение клиентов и их потребности давно изменились. В этом новом цифровом мире единственным способом удовлетворения потребностей клиентов в долгосрочной перспективе является постоянное инициирование процессов изменений.

Таким образом, есть много способов, открытых для розничных продавцов, для внедрения цифровых инноваций. Интеграция иммерсивных элементов должна быть реализована в краткосрочной и среднесрочной перспективе в стационарной розничной торговле. Те, кто действует слишком осторожно в этих подрывных изменениях, не будут иметь никаких шансов против гигантов онлайн-торговли в долгосрочной перспективе. Сегодня для стационарной розницы гораздо больше поставлено на карту. Крайне важно использовать новые принципы онлайн-мира в своих интересах – быть готовым выйти на новый уровень, быстро научиться и, прежде всего, действовать радикально.

Ключевые слова: логистика, розничная торговля, интернет, поставки, система, обслуживание.

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