

Muhtarova K.S., Issakova M.M.

Development of logistics management in the Republic of Kazakhstan

This article discusses the role of logistics management in the Republic of Kazakhstan and impact to logistics activities, provides general and specific principles, composition and structure of the logistics system, the functions and methodological tools for management of the resource potential of the system, it is proposed organizational and functional structure consisting of functional and providing subsystems. Provided that in the current context of global logistics plays a key role in the industrial development of the state and discusses the role of logistics management as the most important factor to stimulate industrial development in the Republic of Kazakhstan. Considering the problems such as underdeveloped transport infrastructure and storage facilities, poor quality of services, low professionalism of the domestic logistics operators on the one hand, and greater opportunities associated with the construction of the road Western Europe – Western China on the other, and has offered optimal solutions.

Key words: logistics, logistics management, efficiency, innovation, logistics strategy.

Мұхтарова Қ.С., Исакова М.М.

Логистикалық менеджмент – отандық кәсіпорындардың бәсекелік қабілеттілігін арттыру құралы ретінде

Бұл мақалада логистикалық менеджменттің Қазақстандағы ролі мен оның логистикалық қызметке әсері қаралады. Сондай-ақ, негізгі және арнайы қағидалар, логистикалық жүйенің құрамы мен құрылымы талқыланады. Жүйенің әлеуетін жоғарылату мақсатында әдістемелік құралдарды басқару және функцияларды талдау, соның негізінде қамтамасыз етуші және функционалды жүйелер ұсынылады. Жаһандық логистиканың заманауи талаптарына орай өндірістік дамуда логистикалық менеджмент ынталандырушы фактор ретінде әсер ететіндігі көрсетіледі. Осыған қатысты логистикалық менеджменттің ұсынатын міндеттері қаралады, оның ішінде транспорттық жүйелерді құру, транспорттық және қоймалық бірыңғайлықты қамтамасыз ету, жүкті жеткізуде рационалды маршрутты таңдау талқыланады. Сонымен қатар көліктік инфрақұрылым мен қоймалық қызметтің жеткілікті дамымаған дәрежесі және қызмет көрсетудің төмен сапасы сияқты бірқатар мәселелер қаралады және Батыс Қытай-Батыс Еуропа логистикалық хабтың алып келер артықшылықтары талқыланып, тиімді шешімдер ұсынылады.

Түйін сөздер: логистика, логистикалық менеджмент, тиімділік, инновация, логистикалық стратегия.

Мухтарова К.С., Исакова М.М.

Развитие логистического менеджмента в Республике Казахстан

В статье рассматривается роль логистического менеджмента в Казахстане и влияние на логистическую деятельность, приводятся общие и специфические принципы, состав и структура логистической системы, анализируются функции и методический инструментарий управления ресурсным потенциалом системы, предлагается организационно-функциональная структура, состоящая из функциональной и обеспечивающей подсистемы. Выделяется, что в современных условиях глобальной логистики играет ключевую роль в промышленном развитии государства и рассматривается роль логистического менеджмента как важнейший фактор стимулирования промышленного развития и что в Республике Казахстан этот инструмент также может принести существенный экономический эффект для промышленного прорыва. Рассматриваются проблемы, как неразвитость транспортной инфраструктуры и складского хозяйства, плохое качество предоставляемых услуг, низкий профессионализм отечественных логистических операторов, с одной стороны, и большие возможности, связанные со строительством дороги Западная Европа – Западный Китай – с другой, и предлагаются оптимальные решения.

Ключевые слова: логистика, логистический менеджмент, эффективность, инновация, логистическая стратегия.

**DEVELOPMENT
OF LOGISTICS
MANAGEMENT IN
THE REPUBLIC OF
KAZAKHSTAN**

Logistic approach to management of material streams is known long ago. However it was demanded by economy in rather wide scale rather recently. It is caused by external factors in relation to control systems of material streams and development of the most logistic approach.

Relevance of logistics management is explained by several factors:

1. Economic factors as now the main priority of the company is to search of opportunities of reduction of production expenses and distribution costs for increase in profit of firm and growth of quality, rendering a complex of services to the consumer therefore in the conditions of development of the market relations «calculation+benefit+consumer» conducts the principle to growth of importance of logistics;

2. Information factors as the informatics connects the market and logistics as a subject, means and a component of logistic processes are information streams;

3. Technical factor is shown that logistics management as a control system, its subjects and objects develop on the basis of technical achievements in the warehouse economy and the sphere of management that providing decisive success on commodity wounds.

It should be noted that the logistics management shows reserves of improvement of economic indicators of subjects of managing. So, application of logistics in the sphere of production allows: 1) to lower stocks on all way of the movement of a material stream; 2) to reduce time of passing of goods on a logistic chain and to cut transportation costs; 4) to reduce expenses of manual skills and the corresponding expenses on operations with freight [2].

It should be noted that object of logistics is the through material stream, but at separate stages its management has specifics. So, purchasing logistics is management of material streams in the course of providing the enterprise with raw materials. At this stage ways get out, contracts are signed and their execution is controlled. The considerable part of logistic operations on the way of the movement of a material stream is carried out by means of various vehicles; and transport is a link between elements of logistic systems.

Logistics management is the part of supply chain management that plans, implements, and controls the efficient, effective forward,

and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer's requirements. Result of use of transport logistic system is high probability of implementation of «six rules of logistics»: the necessary freight, in the right place, in due time, in necessary quantity, necessary quality, with the minimum expenses.

To the tasks solved by logistics management, experts carry:

- creation of transport systems, including transport corridors and transport chains;
- ensuring technological unity of transport and warehouse process; ensuring technological unity of transport and warehouse process;
- joint planning of transport process with warehouse and production;
- definition of a rational route of delivery of freight;
- choice of type and type of the vehicle, etc [3].

It should be noted that in modern global conditions the logistics plays a key role in industrial development of the states. In a number of the countries the government at first relied on development of logistics management as major factor of stimulation of industrial development. In the Republic of Kazakhstan this tool can also bring essential economic effect for industrial breakthrough:

- firstly, this stimulating logistic service of the operating and new enterprises. It is possible to refer acceleration, simplification and reduction in cost of internal transportations at production supply with raw materials, delivery of finished goods to the consumer, a transportation on a long distance to remote areas;
- secondly, it is national expert services, i.e. the logistics management stimulating attraction of transit through the territory of Kazakhstan;
- thirdly, the logistics promoting activation of investment processes in national economy, i.e. outer effects of logistics when the foreign partner makes the decision on a realization of investment projects in the territory of Kazakhstan thanks to the developed logistic system.

At the 25th plenary session of Council of foreign investors the President of Kazakhstan declared the beginning of implementation of the «Kazakhstan – the New Silk Way» project: «Kazakhstan has to revive the historical role and to become the largest business transit hub of Central Asian region, a peculiar bridge between Europe and Asia...» [6].

The vice-president for logistics of National Company Kazakhstan Temir Zholy presented

strategy of transport and logistics system of Kazakhstan in the light of implementation of the large-scale project «Kazakhstan – the New Silk Way». It noted an important role of partnership between business and the power in realization of transport and logistics capacity of Kazakhstan. The national company Kazakhstan Temir Zholy created new structure «National center of development of transport logistics». It is noted that this Center will become the partner in the field of transport and logistics researches and also the coordinator of all new business initiatives and projects in the field of logistics management[5].

It should be noted that creation of the Center of logistics will serve the solution of the task set by the President of Kazakhstan N. A. Nazarbayev to provide by 2016 formation of Kazakhstan as trade, logistic and business hub of the region. Functions of development of transport and logistics system and rendering a full range of logistic services are assigned to again created structure.

Perspective activities of the new Center, among which are planned:

- information and analytical providing;
- maintenance, development of practical recommendations for decision-making concerning transport policy. Besides, the Center for logistics will hold profile conferences and business forums for specialists of branch and to carry out professional development of experts, to create a uniform information portal on transport logistics, and also reference books guides for logistic operators in RK. The concept of logistics management «speed + service + cost + safety + stability» has to correspond, at last, to all elements declared in it[7].

About 70% of all transport transportations in the republic are carried out by rail. In this regard the President of the Republic of Kazakhstan Nursultan Nazarbayev set the task of creation of a transport logistic cluster. Now the seaport Aktau is delivered in trust management of the national company Kazakhstan Temir Zholy, the issue of transfer of the company of a number of large terminals at the airports and automobile terminal complexes is resolved.

Large logistics management projects are carried out by staff of the Kazakh academy of transport and communications of M. Tynyspayev: the feasibility study on the transkazakhstan railroad that will allow reducing by 10-15 days transportation of freights from the southern ports of China in comparison with shipping is complete[8].

On a result of 2012 Kazakhstan took the 86th place in a rating of the World bank on an index of

efficiency of logistics, and the planned complex measures for improvement of quality of a transport infrastructure, and also removal of physical and not physical barriers will provide to Kazakhstan a possibility to rise by the 40th position in this rating. In the Strategy «Kazakhstan – 2050»: a new political policy of the taken place state» the task is set to double transit transportations through Kazakhstan by 2020 and by 10 times by 2050. «It is important to concentrate attention on an exit for country limits for creation of production transport and logistics objects.» Nursultan Nazarbayev emphasized. Governmental program for development of transport infrastructure till 2020 is also aimed at a practical embodiment of these key tasks [1].

Kazakhstan, being on a joint of the international corridors, has all prerequisites to become the main logistic link connecting Europe and Asia. The seaport Aktau, SEZ «Horgos-East Gate», the airports, a terminal network of Kazakhstan will be a part of the multimodal company.

Integration of transport assets into uniform structure will allow to provide necessary level to coordination of management, formation of integrity of multimodal services and realization of the principle of «one window», having created thereby favorable conditions for realization of export and transit potential of the country. Thus the additional impulse will give to development of transport and logistics system of the republic attraction in port and terminal infrastructure of Kazakhstan of the global operator Dubai Port World.

Attraction of transit freight traffics through the territory of Kazakhstan demands formation of the developed transport and logistics infrastructure, its integration into world system. Investment projects on development and modernization of infrastructure of a transport and logistics complex are for this purpose realized. So, in 2014 the new railway lines «Zhezkazgan – Beyneu» and «Arkalyk – Shubarkol» which optimize a configuration of the international and transport corridors in the directions the East, the West, the North, the South will be put into operation.

Until the end of the year the dry-cargo sea company will be for the first time created. Modernization of infrastructure of the airport is carried out, and within 2 years the network of the transport and logistics centers of a class A and B with participation of the private sector will completely be created.

Outside Kazakhstan the network of transport and logistics management complexes – the centers of consolidation and distribution of transit freight traffics and the centers of advance of the Kazakhstan

export is also formed. Within the Common economic space the key project is creation of the united transport and logistics company which activity will consist to provide with integrate services based on the principles of «one window», uniform technology, the quality standards and as a result, in coordination of technological parameters of development of magisterial terminal infrastructure of transport corridors by railway administrations of Kazakhstan, Russia and Belarus. Transport and logistics complex can become one of drivers of growth of economy. Cumulative effect of a gross value added from implementation of the program of development of transport and logistics system for the period till 2020 will make 15 billion dollars, the average annual effect in a gain of GDP will be at the level of 1%. For this purpose about 5 trillion tenge of the state and private investment will be attracted in infrastructure development. Without construction of the corresponding infrastructure development of transit through the territory of Kazakhstan, and development of transport logistics is impossible both.

The governments of many countries stake on development of logistics which is a major factor for stimulation of economic development. In modern conditions to logistics the key role for industrial development of the country as all cargo transportation in Kazakhstan and the delivered goods from Kazakhstan depend on the correct logistic schemes.

Especially important fact is that the integral component of successful economic development is realization in practice of an internal component – the Logistic map of Kazakhstan. This instrument of planning of all transport and logistics system gives the chance on a long-term basis to many industrial enterprises to do forecasts of the income and expenses, to realize long-term marketing policy, financially steadily to consider all positive factors. Its structure has to be suitable both for business in general, and for the separate companies and state structures. Implementation of the «Kazakhstan – the New Silk Way» project aimed on Kazakhstan transit has to become the important external tool. Kazakhstan will have at once some advantages, main of which here: delivery periods, freezing of finance and time; route which generally will pass across the territory of China, and also construction of the green channel – the Trade and transport hub and an important factor – a historical route of the Silk way. Around the world the logistics in itself is very profitable segment. The world market of transport logistics is estimated at 2,7 trillion US dollars, i.e.

about 7% of world GDP. In the developed countries the share of transport logistics makes somewhere 13-14% of GDP. So in Ireland this indicator reaches 14,2%, in Singapore – 13,9%, Hong Kong – 13,7%, in Germany – 13%. It testifies that these countries pay special attention to development of this sector as one of sources of the national income. The share of logistics is approximately 8% in Kazakhstan [4].

It is possible to note with confidence that transit potential needs to be considered as a point of economic growth of the country. For this purpose it is necessary to provide increase of appeal and improvement of transport and logistics operations on any kind of transport taking into account granting

full range of services, the offer of competitive tariffs, further improvement of corridors for transit freight traffics on a constant, linear, a basis where passing terms, the cost and system of use of these corridors, the organization and development of optimum conditions and infrastructure for the entering and leaving freight traffics, with the subsequent local distribution to terminal points of appointment will be accurately determined. It should be noted that it still not the complete list of tasks which need to be executed as much as possible to use the transit capacity of Kazakhstan. If it is made, Kazakhstan considerably will benefit from a contribution of transport logistics to economic development.

References

- 1 Nazarbayev N. A. The program «Strategy «Kazakhstan – 2050»: a new political policy of the taken place state»
- 2 Savenkova of T.I. Logistic: Studies. a grant – M.: Omega, 2008. – 225 p.
- 3 Thunders N.N., Persianov V.A. Management on transport. Studies. grant. – M.: Academy, 2012 – 186 p.
- 4 Logistic transport and cargo systems: The textbook / Under the editorship of V. M. Nikolashin. – M.: Academy, 2014 – 242 p.
- 5 Shelomentsev A.G., Doroshenko S.V., Shamkov Yu.V. Regulatory impact assessment as a mechanism of protecting economic interests of Russia in the WTO // Business, management and law. – 2013. – № 1 (27). – P. 29-32.
- 6 On approval of the Rules of assessment of public programs, strategic plans of central public bodies, regional development programs and strategic plans of executive bodies financed from the local budget: Order of the Accounts Committee for Control over Execution of the Republican Budget of 01.07.2010 № 17-K [e-resource]. URL:http://adilet.zan.kz/rus/docs/V100006371_ (access date 02.03.2014)
- 7 Methodical instructions for the evaluation of strategic and program documents, including the form and procedure of reporting: Order of MERT RK №199 of October 1, 2010 [e-resource]. URL: minplan.gov.kz/economyabout/226/36507/ (access date 02.03.2014)
- 8 On the annual performance assessment system of the central public and local executive bodies of regions, cities of republican status and the capital: Order of the President of the Republic of Kazakhstan of March 19, 2010 № 954 [e-resource]. URL: http://www.akorda.kz/ru/allNews?category_id=43 (access date 02/03/2014)