

## **DISTRIBUTION ACTIVITY MANAGEMENT OF CORPORATION**

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Today, in terms of unstable economic situation in the country, work conditions became worse for every corporation, the level of competition at the market has increased, demand for products has diminished because of the considerable increase in prices, the price of purchasing accessories and transportation cost has also increased. All these factors have caused an essential influence on the worsening the conditions of corporation's distribution activity. That is why, nowadays the question of searching for the ways to improve supplying and distribution has become actual.

Have searched the different thoughts about interpreting the meaning «distribution» we've got the conclusion that «distribution» considers the transfer of production from manufacturer to consumer according to the orders and contracts.

We suggest to observe distribution system of «Zeus Ceramica», which has wide net of distribution but nowadays has just one storage in Slavyansk city in the Goncharna street, 7. Production is transported from this storage to the rest of the sales points in the other regions in Ukraine which are situated far from.

We think that all the corporations which are connected with transport-logistical ways should pay much more attention to solve questions of optimization. As well as the corporation can fulfil the put tasks more effectively with its help for less time and with less transportation costs.

That's why, proceeding the analyse of activity and problems of «Zeus Ceramica», we consider reasonable to solve the optimization tasks with the help of MS Excel. We suggest looking over two variants of logistical task solving in details which are actual for the given corporation.

The first variant is the task that can be lead to solvation by the method of minimal cost. The second variant that is represented as the sum about minimal way in the graph, where we should choose the shortest route of movement passing different intermediate places.

Also we suggest, as an alternative or as an addition to the usage of optimization tasks with the help of MS Excel in distribution activity of «Zeus Ceramica» to locate additional distributional storage in Kyiv. This solution can save transport costs and improve the indicators of logistical principles – the delivery of production to the consumer in certain place in time with minimal transport costs.

Today it is necessary to pay much attention to the process of organization of distribution activity for more effective work of corporation and receiving good indexes of activity in general. «Zeus Ceramica» is the corporation which develops, increases the number of consumers every year, comes to the new markets and improves the quality of production and service.

The improvement of distribution activity organization will let to plan rationally supplying of ready production on the corporation's storages in the future, to deliver production to the consumers as fast as possible with minimal transport costs and to improve the distribution activity organization.