

USE OF CRM SYSTEMS IN LOGISTICS

Использование CRM-систем в логистической деятельности

CRM-system (Customer Relationship Management) is a way to manage customer relationships and optimize business processes and becomes a matter point in this research. The key component of this approach is special software for organizing work with individuals, tracking customer actions and automating communications.

Modern CRM-services have a wide range of functionality that allows you to solve the problems faced by logistics services, as well as transportation companies engaged in courier delivery. Their tools are adapted to the simultaneous execution of one or more operations (including narrowly focused). By thoroughly researching the features, & benefits of different CRM systems, the transport company representative can confidently choose the solution that best suits their company's unique requirements.

Of particular importance in the functioning of a logistics enterprise are information flows and communication channels, as the enterprise has to communicate with customers, cooperate with suppliers, financial institutions, security agencies, interact with transportation companies, external tracking systems and other departments of the enterprise. Centralization and systematization of information flows is the main goal of information systems, CMR systems among others.

Today's global trend is digitalization, in this regard, when designing a digital CRM within the framework of selling shipping services, the following functional modules should be considered:

1) Customer database management – the ability to add, edit and delete information about customers, their contact details, order history and preferences.

2) Sales management – tracking the status of orders, accounting of commercial offers, generation of invoices and sales reports.

3) Logistics management – tracking delivery routes, accounting of vehicles and their availability, distribution of orders to drivers.

4) Warehouse management – tracking of stock status, accounting of goods receipt and shipment, optimization of warehouse processes.

5) Financial management – accounting of financial operations, reporting, management of accounting documents.

6) Personnel management – accounting of employees, their roles and responsibilities, working time planning.

7) Analytics and reporting – generation of reports on sales, logistics operations, financial indicators, performance analysis.

8) Integration with external systems – the ability to integrate with cargo tracking systems, electronic payment systems, transportation management systems and others.

Digital CRM should be user-friendly, scalable, adaptive to changes in business processes and provide a high level of data security.

In Belarus, more and more companies are starting to use CRM systems to improve interaction with customers and increase business efficiency. All this makes it easy to improve your work and increase your competitiveness in the market.

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FEATURES OF DOING BUSINESS IN TURKEY

Особенности ведения бизнеса в Турции

At the moment, young people from all over the world are looking for business ideas and business plans that they can implement in different parts of our planet. I have liked Turkey for a long time. This country is famous for its views, cuisine and cinema.

The purpose of this work is to tell about the advantages and disadvantages of doing business in Turkey.

It is quite easy to open a business in Turkey for foreigners. The Government encourages foreign citizens to open a business in their country. With an investment of \$400,000 or more, a person receives citizenship for 6 months and visa-free entry to 110 countries. But if you are buying a "ready-made" business, you should be prepared for the fact that an organization with a hidden loss, tax and fine arrears, or unusable equipment can be sold to you. Tourism, hotel and restaurant business, construction, agriculture, investments in the oil refining and gold mining industries are traditionally considered the most popular types of business in the resort country that bring stable profits. It is possible to register a legal entity in one day with a minimum of documents, but in order to obtain residency for a company, it is necessary to have an office, and in Turkey the high cost of renting warehouse and trading enterprises.

There are advantages of doing business in Turkey. Firstly, an advantageous geographical location: access to the Black Sea and the Mediterranean Sea and