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REVERSE-LOGISTICS AS A BUSINESS MODEL: FROM RECYCLING TO CREATING A CIRCULAR ECONOMY IN BELARUS

Реверс-логистика как бизнес-модель: от утилизации к созданию циркулярной экономики в Беларуси

The aim of our article is to highlight how important it is to create a solid circular economy and develop the reverse logistics on a global level. In the modern world economy there is a problem of environmental pollution and large use of natural resources, so the usual model «produce-use-throw» should be moved to the concept of circular economy, which aims at creating closed systems, Where materials and resources retain their value and usability for as long as possible.

So all over the world think about solving this problem as an example and enshrine it in legislation, the EU Directive on batteries and cars with expired service. The key mechanism for implementing the principles of such an economy is reverse logistics. It used to be seen as a costly model of the economy, but now its role has changed. Many point out that reverse logistics is becoming a self-sustaining and efficient business based on revenue from return flows. One example of such a transformation is the practice of Amazon marketing, which shows that managing returns can be the key to competitive advantage and profit. In the modern world, reverse logistics has been developed mainly within the framework of compliance with environmental standards. System of collection and recycling of secondary material resources (BMP), coordinated by the state. Worldwide experience shows that the most successful companies integrate reverse logistics into a certain business strategy. Amazon's practice illustrates this point. For marketers, where the return rate can reach 20–30 %, efficient return flow management is a matter of profitability. The company has developed a complex return management system which includes sorting and evaluation: in special warehouses, each returned item is checked. It is classified by categories: «good quality», «goods with minor defect», «goods requiring repair «goods to be disposed of». Recovery and remarketing: Goods without defects are returned to the warehouse shelves. Items with minor defects (such as open packaging) are sold at a discount in certain categories. The remaining goods are either to be repaired or disposed of.

To make a conclusion such a system makes it possible to «return a significant part of the product to circulation, reduce the losses of sellers and offer buyers goods at reduced prices». This is a classic remarketing business model that creates a new revenue stream from what was previously considered loss.