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WAYS OF OPTIMIZATION OF WAREHOUSE EQUIPMENT IN SPECIAL ECONOMIC ZONE “BREMINO-ORSHA”

Choosing the topic and direction of this work, we decided to give preference to a specifically new direction in the modern economy of the Republic of Belarus – automation of logistics processes, research of one of the leading logistics centers operation. Indeed, successful functioning of this logistics center is due to a wide range of transport and logistics processes, continuously improving technological processes, introduction of new services and using international service standards.

Studying the structure of the economy of the Republic of Belarus, we came to a conclusion that the modern decision to introduce a set of measures for automated management in the leading special economic zone (SEZ) “Bremino-Orsha” is the basis for building one of the successfully developing models which can lead the company to a qualitatively new level.

Since our main task consists in determining ways of optimization of warehouses and equipment in this logistics center, first we have to specify what a warehouse is. A warehouse is the main component of each logistics center. It is a territory, premises intended for storing material assets and providing warehouse services. In each warehouse there is equipment without which the storage of material assets could not do. Generally, these are ordinary palettes. They are practical and convenient for storing small items, for transporting goods through the warehouse using hydraulic trolleys, stackers.

Today the SEZ “Bremino-Orsha” is one of the modern main distribution centers of the Republic of Belarus due to the fact that already at the moment the technological equipment of the logistics center is intended for high speed order processing. The warehouse receives products from all manufacturers of the Republic of Belarus and from here they are distributed to many countries of the world.

Any study of the problem has always led to the need of search for an external solution. Living in high-tech time, the search for information is an everyday issue. Every achievement in any field immediately becomes public. For example, in 2018 and 2019 the first place on the Forbes list was taken by Jeff Bezos [1]. His fortune is estimated at 116 billion dollars. He managed to achieve this position to his company. As you may have guessed, the name of this company is Amazon.

Amazon is one of the largest online sites not only in America but also in the world. Amazon ranked fifth in the list of the most expensive companies in the world in 2019. Its capitalization amounted to \$ 925 billion, which indicates high level of development of this company [2]. But how did they achieve this? Let us consider this issue.

First, upon arrival at a warehouse, goods are sent to a conveyor belt, after which they are delivered to different parts of it. Each item is put in each cell, whose bar code is scanned and entered into the electronic database. For an employee there is complete chaos and confusion. But beneath this chaos lies another Amazon secret: full automation.

Amazon's results with its ultra-modern completely robotized warehouses are the best example of implementing automation.

Different companies have one similarity: both here and there the main role is played by warehouses. Having analyzed this experience, we as students have an opportunity to compare different companies' warehouses.

"Bremino-Orsha" uses the Warehouse Management System (WMS). WMS system is a tool that allows responding immediately to certain events during the organization on the warehouse. Its main advantage is acceleration of warehousing operations. This system provides high (99.9%) accuracy of information on the quantity of goods and their location, increases warehouse productivity, accelerates commodity circulation as well as reduces the time for performing warehouse operations. WMS forms tasks on displacement of products based on given parameters: storage temperature, size and weight [3]. Automation minimizes unforeseen situations and helps a worker solve them. The main role in warehouses is played by stackers transporting goods – that is the most important issue.

Having analyzed the experience of Amazon, we as students dare to suggest replacement of stackers by robots similar to the ones used in Amazon. Adequate funding will be required to make it a reality for SEZ "Bremino-Orsha". The company is currently working with foreign investors who could help implement this idea.

According to our analysis, we can assume that the purchase of the most advanced equipment will provide:

1. An increasing level of automation which will contribute to lowering the number of employees.
2. Growth of warehouse productivity, since errors in a person's routine work are more common than in the robots' operation.
3. Higher level of Warehouse Management System optimization through continuous implementation of robots.

4. Upgrading of robotic and technological complexes will contribute to output growth of special economic zone “Bremino-Orsha”.

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E-COMMERCE MARKET DEVELOPMENT IN THE REPUBLIC OF BELARUS

Today such words as e-money, e-market, e-delivery, e-business, e-commerce do not surprise anybody. Moreover, the things they stand for have become part of our life.

The aim of this research is to analyze e-commerce market of the Republic of Belarus. To do this it is necessary first of all to differentiate between the two terms – e-business and e-commerce.

E-business refers to the use of the Internet to conduct business. E-business is similar to e-commerce, but it goes beyond the simple buying and selling of products and services online. E-business includes a much wider range of business processes, such as business in the foreign exchange market (“FOREX”), stocks and bonds market, commodity markets, precious metals markets, business on investment, signing contracts, electronic procurement management, software and digital goods production, formation and processing of orders, sales, goods delivery, financial analysis, customer and partnership support.

E-commerce is a major component of e-business, also known as electronic commerce or Internet commerce. It refers to the buying and selling of goods or services using the Internet, and the transfer of money and data to execute these transactions.

There are four main types of e-commerce models which describe almost every transaction taking place between consumers and businesses: 1. Business to Consumer (B2C): when a business sells a good or service to an individual consumer; 2. Business to Business (B2B): when a business sells a good or service to another business; 3. Consumer to Consumer (C2C): when a consumer sells a good or service to another