



УДК 005.932:339.138(045)

INTERRELATION OF LOGISTICAL AND MARKETING ACTIVITIES OF COMPANY**ВЗАЄМОВПЛИВИ МАРКЕТИНГОВОЇ ТА ЛОГІСТИЧНОЇ ДІЯЛЬНОСТІ КОМПАНІЇ****Воловик О. І. / Volovyk O.I.***старший викладач кафедри логістики/senior lecturer of the logistics department*

ORCID: 0000-0001-7718-8732

*Національний авіаційний університет, Київ, пр. Любомира Гузара 1, 03058**National Aviation University, Kiev, Lubomira Guzara avenue 1, 03058***Курсенко Ю. А. / Kursenko Yu.A.***Студент/student**Національний авіаційний університет, Київ, пр. Любомира Гузара 1, 03058**National Aviation University, Kiev, Lubomira Guzara avenue 1, 03058*

Abstract: Marketing and logistics are two key functions of any company. The way these structures interact and influence each other within a good management system may result in cost reduction and main processes optimization. This article deeply analyzes marketing and logistics activities of the enterprise and on the example of Samsung Electronics shows possible ways of functions synergy as well as its impact on quality of goods and services provided.

Key words: logistics, marketing, interactions, Samsung, costs

Introduction

Effective functioning of any enterprise depends on all its units working in harmony with each other taking into account the needs and consequences of the implementation of any new methodologies and / or technologies in their activities. Marketing and logistics represent some of the key areas of companies' activities that have direct impacts on the volume of goods sold and establish distribution strategy for the company. Moreover, marketing and logistics directly affect each other's activities and can dramatically change the company's market position through the integrated development of the both areas. The main purpose of the above types of activities is the distribution and sale of goods. However, each of the activities has a slightly different approach to solving this problem.

The **objective** of the study is an in-depth research of the interaction of logistical and marketing activities within the global company while determining the factors of their influence on each other; analyzing the functional components of the activities of the strategically important departments and their impact on the achievement of strategic long-term and short-term goals of the company. This paper also aims to identify possible methods to improve the existing business structure and its functioning.

To achieve this goal, the following tasks were solved:

- the factors contributing to the integration of marketing and logistical activities of the global company were described;
- detailed description of the components of logistical activities and their interrelation with the marketing ones was given;
- ways of influence of marketing decisions on logistical ones were characterized and analyzed;
- criteria of assessing the supply chain effectiveness within a global company



- were identified and analyzed;
- logistical functions determining the implementation of strategic objectives in marketing were determined;
 - comparative analysis of logistical and marketing functional areas within the global company was performed; the analysis included such business stages as production, distribution, information flow, product pricing and promotion.

The current research reviewed theoretical sources as well as the information on Samsung Electronic available in public domain, identified factors, types of relationship and ways of interactions of such business activities as logistics and marketing in the global company and explored how they enhance the company's competitive advantage. Then the research determined the functional areas of logistics and marketing in such global company as Samsung Electronics and analyzed managerial decisions involving marketing and logistical resources of the company as well as their impact on achieving its both qualitative and quantitative objectives.

The relevance of the article covers several aspects. First, in the context of globalization, the marketing activities of a competitive company represent an integral part of the global supply chain. Second, logistical activities are actually viewed as an extension of marketing activities ensuring the movement of products to a particular customer in order to meet his/her needs which are initially identified through marketing activities.

THEORETICAL BACKGROUND

Logistics is a vital part of operations management any enterprise. It has always been one of the most demanded areas of business activities. Effective supply chain and logistics management play a key role for customers, suppliers, owners and investors of any company as this activity coordinates and connects all structures of the organization. The field of logistics covers the management of a wide variety of objects – flow of documents, information, finance, people, and, of course, goods and materials flow [19]. Moreover, logistics may create and realize the effective functioning of the material flow within and outside the operational system. Logistics-related sphere and its role in the enterprise is a topic that has been actively developed and discussed for the last decades. There is a significant number of studies, books, articles and publications that treated this topic in many types of organizations. This issue was studied by Donald J. Bowersox, Roger J. Calantone [2], Alexandre M. Rodrigues [1], John Fernie, Leigh Sparks [6], V.Volgin [17] and many other experts and researchers.

Logistics department should closely interact with other departments and be involved in the strategy development of enterprise. Decisions made in the distribution area must go primarily in accordance with the decisions in the production and marketing area. Logistics experts make decisions on such issues as distribution routes, store's type and location, sales format etc. All these aspects taken in complex influence the decisions on type of distribution channel and the way customers receive their products. Nevertheless, there is a number of other elements worth mentioning while establishing and optimizing distribution channels, product's type, its structure, features, storage requirements, handling and transportation, which identify likely ways to address challenges occurring in the supply chain.



Worth mentioning, that one of the essential areas that have a significant effect on logistic activities within an enterprise is marketing. Moreover, the main objective of the logistics function is to develop an integrated system of activities that help to achieve the marketing objectives (Bhaya, Alhousseini, Bănac, Jassmy, 2017 [12]).

There is a variety of opinions regarding the marketing performance. According to Sampiao et al. (2011) [4], the marketing performance is a multidimensional process which involves effectiveness, efficiency, and adaptability. Marketing attracted both academic's and manager's attention due to its role in the strategy development and product realization. The marketing performance reflects the degree of success or failure of the organization as it strives to achieve its goals and adapt to the dynamic environment. Contemporary organizations face particularly rapidly changing environment which dictates new requirements for resources, demand and diversity in specifications (Nagy, 2012 [7]). Besides, competition on the market leads to the technological development that influences organization's strategic decisions in order to satisfy dramatically changing demand and ensure the achievement of established goals by using marketing activities at the organizational scale.

Both marketing and logistical activities take leading positions within a company in satisfying customer's demand and creating new opportunities for goods distribution and sale. There are a number of academics and managers have studied interrelations between these two fields of activities. Moreover, the concept of marketing logistics is applicable to regular activities in these areas. Marketing logistics involve planning, delivering and controlling of the flow of goods and information from the producer to the market. The aim is to meet customers' demands while still making a desired profit (Brian Bass, 2019 [3]). According to Pilarczyk, Mruk, Sojkin, Szulce (1999) [15], there are several reasons for marketing and logistics integration. Among them are:

- growth of market differentiation (individualization of market segments, products' diversification, etc.);
- enhanced competition in customer service and in the level of product quality;
- growth of demand;
- shorter product life-cycle;
- development of new distribution channels;
- integration of economic processes and decision-making processes;
- growth of new technology and information systems;
- integration and globalization of markets.

According to Blaik P. (2001 [13]), marketing and logistical activities are complementary — marketing stimulates demand, logistics satisfies it through establishing effective distribution processes. The scheme of interrelations between logistics and marketing are presented in Figure 1. However, it is obvious that while the marketing department establishes a price for the final product, logistics plays a significant role in its creation while incorporating the related costs.

Traditionally logistical decision are developed within the framework of marketing strategy with such instruments as establishing product's type, price and promotion in order to achieve the highest level of consumers' satisfaction while



meeting the demand requirements through trade partnership [15]. Figure 2 presents interaction of logistics and marketing in the concept of marketing logistics.

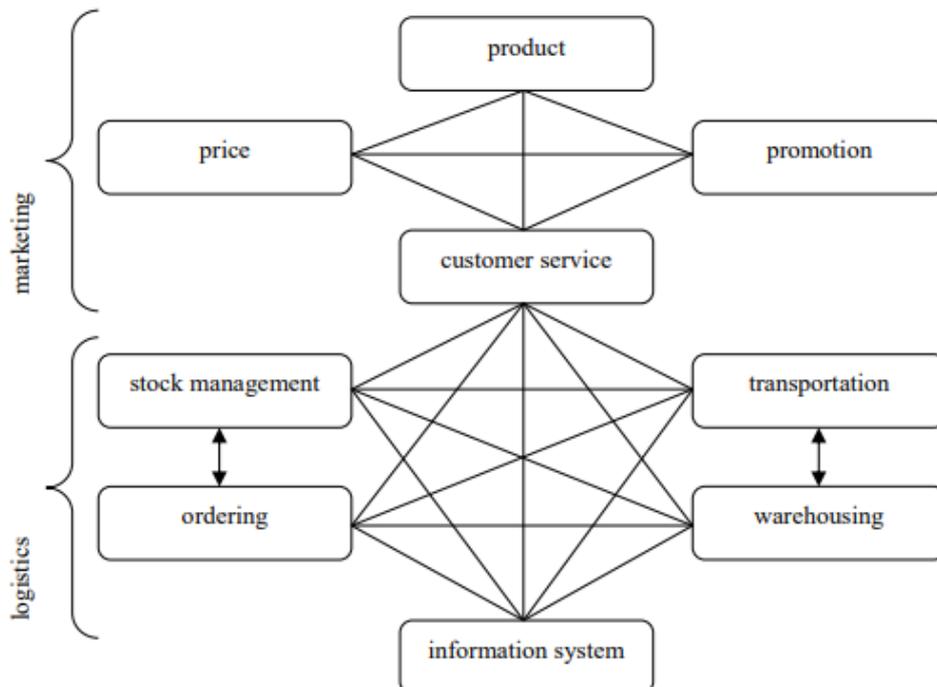


Figure 1: Interrelations between marketing and logistics

Source: Ciesielski (1999) [14].

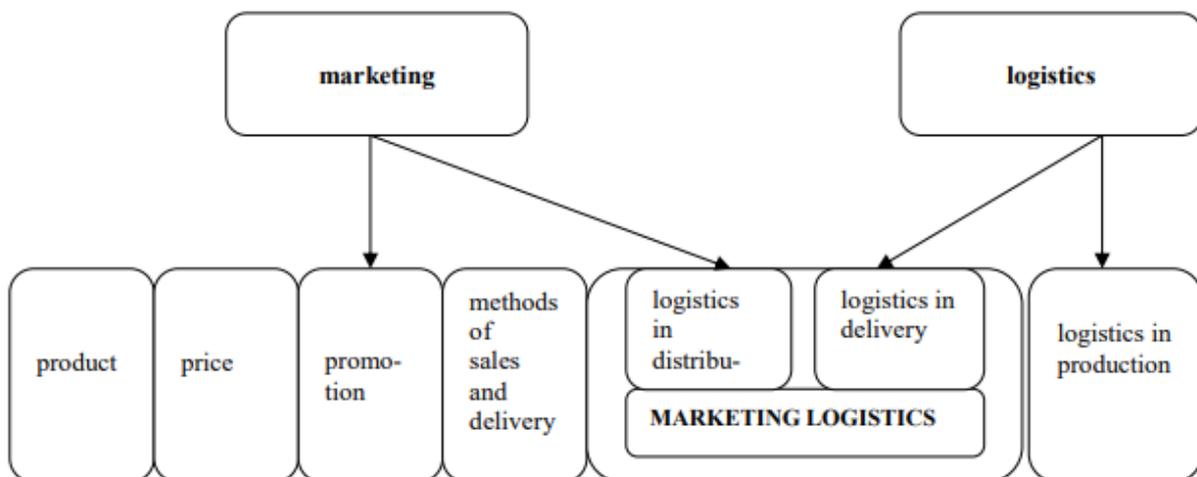


Figure 2: Marketing logistics in the system of marketing and logistics (general approach)

Source: Modified by the author from Blaik P. (2001) [13]

Despite the fact that marketing and logistics may be described as a single system, it may also be viewed as separate subsystems of the organization that interacts and, hence, influence each other. According to Giuntini (2014) [8] marketing is a strategic function which is focused upon creating the demand for an organization’s products. Marketing’s forecasts should be shared with the Supply Chain Management function, which in turn will convert the Marketing plan into a tactical plan and drive the Master Production Schedule for a manufacturing organization or the Distribution Plan for a distributor. Marketing affects logistics



system in several ways:

1) Product characteristics and the range of products (determined by the marketing strategy of the company): the assortment characteristics of finished products directly affect the structure of supply chains and the distribution system channels, as well as the level of stocks, types of vehicles, transportation methods, etc. The appearance of new assortment items, even of one product, but in a different (in terms of overall dimensions) packaging, can completely change the structure of the logistics channel or the method of transportation and, therefore, must be coordinated with the logistics department.

2) Pricing: logistics may be involved in establishing pricing policies as they must meet the requirements of inventory management, changes in storage location and delivery time dictated by market demand and ensure an appropriate level of service quality. Logistics efforts are aimed at increasing sales in certain market segments, which have not been covered before and have become available at the account of effective and efficient logistics-related decisions, which ensures and increases the satisfaction level of clients and contributes to the achievement of market expansion goals set by the marketing department.

3) Packaging design, which is often dictated by marketing requirements, may cause an unplanned increase in logistical costs. From the marketing perspective, such parameters as appearance, uniqueness, availability of complete information about the product, and other distinguishable features are the most important parameters of packaging. From the logistics perspective, packaging is important primarily as overall dimensions and the ability to protect goods from possible damage during transportation and cargo handling.

4) Inventory management is one of the core functions of logistics and, furthermore, it completely depends on the company's product promotion strategy that is, in turn, determined and created by marketing department. In general, there are two main strategies, "push" and "pull" strategy (Lander, 2019 [11]), and these categories are associated with competition in logistical distribution channels. A pull supply chain strategy implies that the actual customer demand drives the process, while push strategies are developed based on long-term forecasts of customer demand. Hence, logistical supply chain structure depends on the marketing strategy chosen by the company.

While marketing activities involve market research, advertising, psychological impact on the buyer, etc., logistical activities are primarily aimed at creating technological systems for carrying materials along commodity distribution chains, as well as control systems of their flow. With this in mind, marketing influences the structure and management of the supply chain, and logistics, in turn, has some effect on marketing activities as well. Several marketing-related solutions take into account logistics-related issues. Among them are:

- Pricing decisions in logistical management, which directly influence strategic corporate and financial objectives, are established by the marketing department. Pricing decisions require careful analysis of factors related to competitive products, socio-economic and demographic characteristics of consumers in a particular market segment and macroeconomic indicators. According to Grygoryev M.N. (2019, [18]),



the logistics-related costs, especially transportation costs, are comparable to the production costs. Logistics-related decisions as for transportation and inventory management significantly affect the pricing policies established by the marketing department.

- The state of the logistical system within the enterprise significantly affects the possibilities of marketing development. The availability of the required warehouse space in case of expansion the range of goods or accepting goods with a risen demand for storage and handling, as well as building business relationships with the suppliers of raw materials and services facilitate implementing marketing decisions.

Hence, logistics and marketing operate as a single system and at the same time have a distinguishable influence on each other as a separate business units.

ANALYSIS OF BUSINESS ACTIVITY OF SAMSUNG ELECTRONICS IN UKRAINE

Since its founding in Suwon, South Korea, in 1969, Samsung Electronics has become a global leader in information technology, managing more than 200 subsidiaries worldwide. There are two business of Samsung units in Ukraine: sales and marketing division and research and development (R&D) division.

The company offers home appliances and computer devices for the home, including TVs, monitors, refrigerators and washing machines, as well as basic mobile devices: smartphones, tablets, etc. Samsung continues to enjoy the trust of the market as a manufacturer of critical electronic components such as RAM chips and other semiconductor devices.

Samsung is committed to providing only quality products and services that consumers around the world can fully trust and that help shape the lifestyle of the future - a life filled with smart devices. Samsung makes an important contribution to raising the standard of living of the world community with its constant innovation and value creation [10].

The basic principle that defines the vision of the future of Samsung Electronics: "Inspire the world, create the future." The company maintain its core values: economic (maximize profits and shareholder values) and social (contribute to a sustainable development). In order to create an economic value, the company creates synergy by using external sources for realization and discover new innovations, so innovative spirit is a part of the corporate culture. What is more, it leads to new ecosystem of technological products design building, considering needs of fast-developing and dynamic market. This is the main key of making profit and emergencing of new growth factors for the company.

The strategic goals of Samsung Electronics may be categorized as qualitative and quantitative ones. The qualitative goals refer to becoming an innovative, respected company, being in the world top ten employers, as well as becoming a creative leader that shapes new markets, and a global company that attracts the best talents in the world. Such objective as gaining \$400 billion in sales, becoming #1 in the world IT-industry and being in top 5 worldwide biggest companies can refer to quantitative ones.

To achieve the established goals, Samsung Electronics develops its strategy in global and local scopes. The company created a new competitive strategy with the



aim of developing and marketing superior products and building an image of Samsung as a stylish, high-quality brand worthy of a premium price. The objective was to establish a unique position using technical innovation while designing more appeal to a younger generation, as well as upscale customers around the world. Samsung chose to invest significantly in technical innovation and R&D. In order to maintain a competitive advantage driven by innovation, Samsung has become a pioneer in developing new technology [5].

Understanding that cutting-edge technology does not always guarantee market success, Samsung also focused on product development and design. Its goal was to create products that deliver benefits to customers in every segment of the market with disregard of its size at the price that is affordable to this market segment.

Last and certainly not least, Samsung's marketing strategy is focused on the products' branding and creating an image promotional campaign. Revamping their marketing efforts was just as critical to the success of a new competitive strategy because even the most technically sophisticated and well design products are likely to fail unless customers are aware of them, can acquire them in the right place, and believe that the products worth the money to pay.

The first move was to re-organize the firm's distribution channels so that they were consistent with the strategic objective of establishing Samsung as a high-quality brand. At the beginning, many of the company's products were pulled out of the low price discount chains and shifted distribution through big-box electronics stores like Best Buy and online shopping through Amazon. To ensure consistent marketing communications across all markets, they also consolidated their roster of advertising agencies from 55 down to one global advertising group (WPP), who launched the organization's first brand-building campaign. Using fashion-forward TV commercials, Samsung created a contemporary sense of style while promoting the technical sophistication of its products. WPP also made use of promotional tools such as product placements, sponsorships, and online advertising in order to strengthen the brand position.

Samsung marketing strategy decisions led to positive changes and development and, moreover, it is continuing to impact company's performance. The global value of Samsung's brand increased by more than 200% from 2003 to 2008, and it took over Sony as the most valuable consumer-electronics brand. As a result, the unit sales grew to \$119 billion by 2009, and with the advent of the Samsung Galaxy, revenue has grown into a staggering \$218 billion as of 2018. Total revenue of the company is presented in Figure 3, while final profit after Taxes is presented on Figure 4. The schemes indicate changes in revenue and profit in the period of 2012-2019.

According to the vision statement on its website, Samsung seeks to achieve \$400 billion in sales while placing Samsung Electronics' overall brand value among the global top 5 by the end of 2020 (unfortunately the company has not published the results of its activities in 2020 yet) [9]. Additionally, the company seems to continue leaning into its strengths, as Samsung continues its commitment to furthering innovations in technology and products. For instance, the release of the Galaxy Z Flip and the Galaxy Fold are two of the latest examples of leading innovation coming out of Samsung [5].

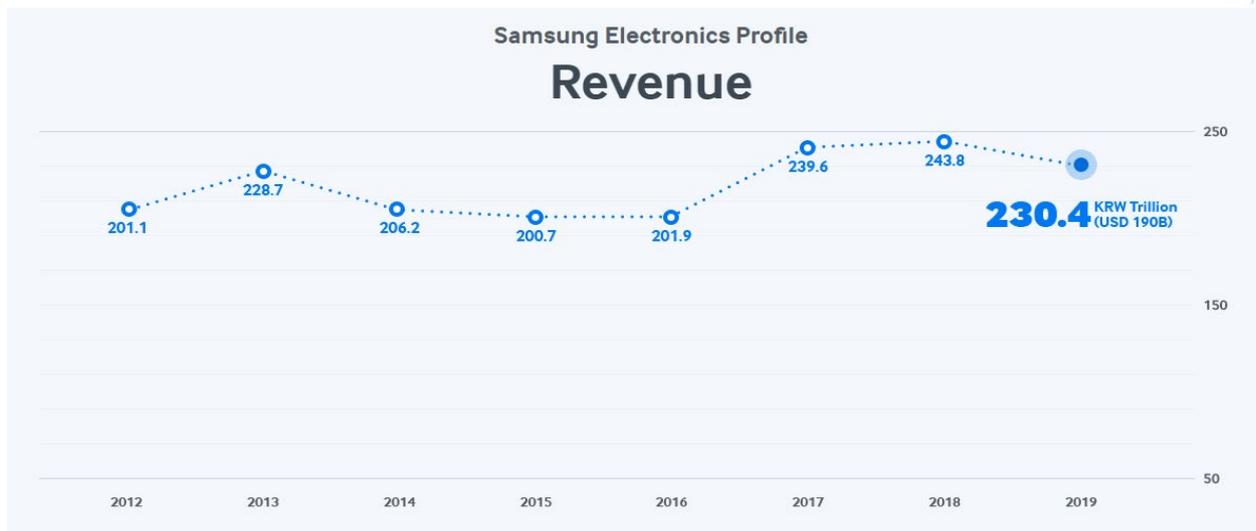


Figure 3: Samsung Electronics Revenue.

Source: [9]

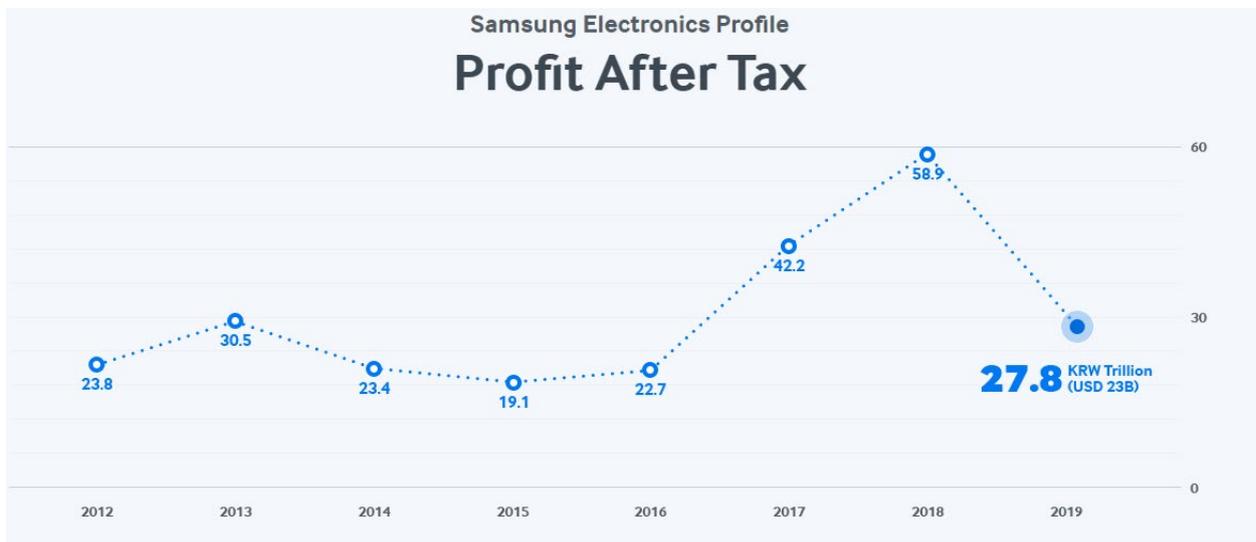


Figure 4: Samsung Electronics' After Tax Profit.

Source: [9]

Another thing that helps Samsung to maintain its positions in the Global electronic devices market is its distribution and supply chain strategy. Samsung Electronics has more than 2.2 thousand suppliers all over the world. In order to control such a huge number of suppliers and sustain a high-level service, Samsung has developed a strategy with five criteria of supply chain management. Among these criteria are cost competitiveness, human resources capacity, timely delivery, response to risk and supplier competitiveness (Figure 5). Moreover, to become one of the partners of Samsung Electronics, the company is required to match 22 additional indicators in accordance with the available criteria, covering workplace safety, firefighting equipment, workplace health, hazardous substances and environmental facilities, etc. In addition, there are several special criteria regarding ecological impact that the partner company may have as well as criteria of human resources management.

Samsung is fully responsible for the effective management of rights throughout the supply chain, compliance with international human rights agreements to ensure



safety in the workplace, and compliance with the Code of Conduct established by the Responsible Business Alliance (RBA). The company regularly inspect its suppliers for EICC standards to identify possible failures and make necessary improvements. Samsung creates a reliable ecosystem throughout the supply chain.

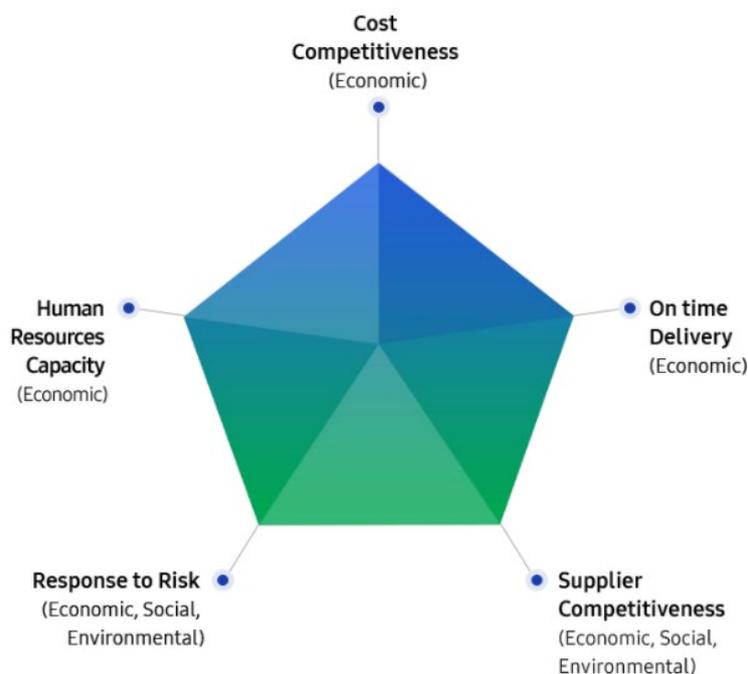


Figure 5: Strategy for five criteria of Samsung Electronics supply chain management.

Source: [10]

With the purpose of maintaining effective supply chain management, logistics infrastructure should be well-developed and trusted. Partners of Samsung Electronics must not only meet the specified criteria, but also work in accordance with 7Rs of logistics. This includes delivery of right product, in the right place, in right condition, in right time, in a right quality, with the right price and to the right customer.

Currently, Samsung Electronics Ukraine has an internal logistics department, which interrelates with international transportation department, local transportation and distribution department, and warehouse logistics department. However, the company outsources the functions of transportation and storage to external companies as well.

Logistics functions of the company can be divided into four main elements (Figure 6): international goods and supplements delivery to Samsung warehouses, storage and handling of production at warehouses, goods transportation to distributor's warehouses and stores by using the established logistical chains, and, finally, courier delivery of finished products to the final consumer. What is more, the company uses 3-PL provider's services for its international and local logistical activities by cooperation with global logistics providers GEFECO [20], CH Robinson, DSV logistics and others.

Worth mentioning, that currently Samsung holds neither its own truck fleet nor warehouse spaces. Obviously, these aspects require significant investments. What is also important, electronic devices market is seasonal and dynamic. Smartphones



represent a good example of seasonal products, as a new model of a smartphone is designed on average twice per year, with a peak demand rise at the beginning of its life cycle and significant drop at its end. These demand fluctuations have a notable impact on goods transportation and its intensity. Consequently, it is more cost effective to cooperate with external logistics providers for production delivery and storage.



Figure 6: Logistics functions of Samsung Electronics

Created by the author

According to Andriy Bugay [16] Samsung Electronics applies two systems of goods distribution and delivery to the final consumer: through the distributor's outlets and directly through courier services (Figure 7). There is an established order that the company follows in its activities: when goods are created, they are packed and delivered with regard of the actual demand in specific regions and outlets.

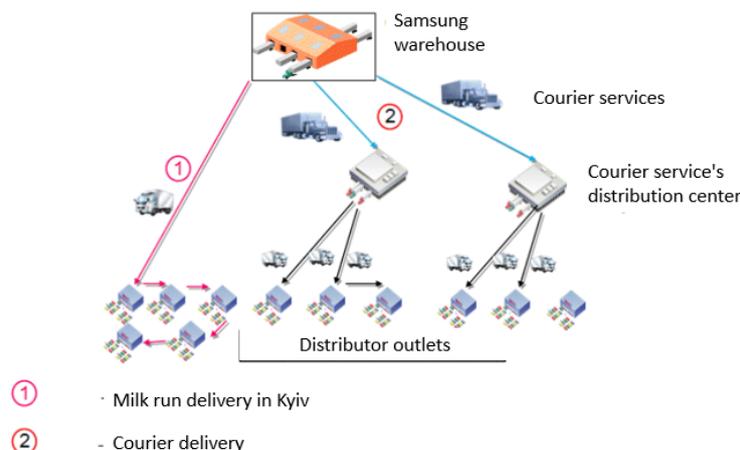


Figure 7: Delivery of Samsung production to outlets

Source: Modified by the author from Andriy Bugay [16]

Customer orders are produces, loaded at the production point and shipped in a single truck by the milk run system - when the route of one vehicle includes several orders/



unloading points.

SYNERGY OF LOGISTICS SYSTEM AND MARKETING ACTIVITY COMPONENTS

Logistics structures closely interact with a number of functional units; however, one of the closest remains relationship with the marketing department. As part of Samsung Electronics, logistics in the enterprise is likely to play the role of a tool that implements marketing strategies.

There are two main tasks of the marketing department, which are implemented through the logistical department. The first one is planning the product range; the second one is planning services while considering the market behavior in order to increase sales. Marketing defines a strict framework in the requirements for logistical service. At the same time, the principles of the logistical system of the enterprise determine the effectiveness of the marketing strategy. Consequently, some aspects of management decision-making is the integration of these functions. The principle of management functions of the enterprise integration with the functions of logistics and marketing is depicted in Table 1.

Table 1

Integration of management functions with logistics and marketing functions at the enterprise

Management function	Logistics	Marketing
Location of production structures	+	+
Transport and storage network planning	+	+
Production planning	+	+
Selection of intermediaries, type of transportation	+	+
Inventory management	+	
Final production management	+	+
Service planning	+	+
Product and its range development		+
Product packaging development	+	+

Created by the author

Comparison of functional characteristics of marketing and logistics in Samsung Electronics are developed on the basis of production and distribution functions of the company and presented in Table 2.

With the aim of determining the real impact of marketing strategy on logistics processes of Samsung Electronics, financial reports of the company for 2018-2019 period were analyzed. During the named period, the approach for the product promotion via distribution channels was slightly changed. Comparing to 2015-2016, when the company used to deliver its products only through distributors' warehouses, nowadays the company sends goods to these centers only through the services of courier delivery. Otherwise, products are delivered to points of sales directly from Samsung's warehouses [16]. Thus, the company was able to optimize the transportation and storage costs at the distribution warehouse. Samsung managed to resolve the issue of timely replenishment of goods stocks on store shelves caused by the frequent and time-sensitive deliveries.



Table 2

Comparison of functional characteristics of marketing and logistics in Samsung Electronics

Marketing	Logistics	Area of interaction
Production		
Determining the assortment structure of production, physical qualities of the product, appearance of the product, and its dimensions	Identification of potential and development of existing supply chains for materials for production, material flow management	Product packaging
Distribution and sales channels		
Identification of major partners, search for optimal sales points, demand formation and sales promotion, sales forecasting	Availability of finished products stocks, material flow control, creation and optimization of distribution routes, selection of an optimal transportation mode, development of warehousing and storage system	Terms of product availability, formation of the distribution system, selection of distribution and sales channels, quality service supply, sales analysis
Information system		
Marketing strategy formation, promotion of goods in the market, conducting marketing research, creating a marketing information system	Creation of logistic information and operating system, organization of effective management of information flows	Organization of information support of the sales system
Price policy		
Selection of pricing strategy	Logistics cost optimization	Establishing of competitive price
Market promotion		
Advertising campaign, PR-management, demand stimulation	Assessment of opportunities to improve logistics services	Development of product promotion strategy

Created by the author

Table 3 presents the information on the company's logistics and marketing costs for the 2018-2019 period. From the detailed analysis of the data, it becomes clear, that marketing costs increased approximately by 1.442 times, while the logistical costs increased by 1.581 times. Accordingly, it can be concluded, that the cost of marketing activities increased in proportion to the cost of logistics with a slight advantage towards the latter. In terms of the ratio of these costs, in 2018 the share of logistical costs relative to marketing was 3.88%, and in 2019 - 4.26%. Interestingly, the provisions for warranty obligations decreased by 27% as a result of improving product quality and services.

**Table 3****Logistics and marketing cost of Samsung Electronics in 2018-2019**

	2019	2018
Marketing cost	718 854	498 605
Commission expenses and other fees	147 645	158 288
Staff cost	120 199	109 702
Depreciation and amortization	83 711	53 183
Reserve for warranty obligations	55 460	75 635
Logistics cost	30 628	19 368
Other costs	140 355	150 126
Total expenses	1 296 852	1 064 907

Source: Modified by the author from Samsung Electronics financial statement 2019 [20]

Conclusions

The competitiveness of any company is determined by its synergetic effect from its divisions functioning, especially marketing and logistics, that are interrelated and have a significant effect on the demand and the level of satisfaction not only for the final consumer, but also for the global community as a whole. There are several factors of logistics and marketing interactions defined, among them are deepening market differentiation, increasing competition in the field of customer service, as well as the level of product quality, increasing demand, shortening the product life cycle, creating and developing new distribution channels, integration of economic and management processes, etc.

Samsung Electronics Company is a bright example of the organization where marketing and logistical functions integrate in line with common strategic goals, achieving of which plays a core role in production promotion and distribution. There are several aspects of process management within these divisions that can be adopted by other market participants to optimize the effective performance of marketing functions, improve logistics processes and reduce transportation and warehousing costs.

Organization of the delivery of the production to the final consumer or within distribution stores system should be taken into account during goods quality assessment. The decision to use courier services for last mile delivery, from a marketing perspective, is quite appropriate in the Ukrainian market, as it allows the company to be more flexible in fulfilling customer requests. In terms of logistics, this significantly reduces the cost of transporting the last mile and cost of the service support.

Another influencing pricing factor is the abandonment of distribution warehouses in favor of using the concept of milk run (loading the vehicle with several types of goods to deliver products to different points) as one of the methods of providing stores with Samsung Electronics products. Another method is to use courier services, as the cost of their services can be much lower rather than using own or rented vehicle to transport to remote outlets.

As a result, the cost of products distribution was reduced. At the same time, the speed of goods preparation and delivery were increased. In turn, this has led to rise in



the quality of service provision. Based on the analysis of financial indicators of 2018-2019, it also can be assumed that the cost of marketing activities increases in proportion to the cost of logistics with a slight advantage towards the latter.

Thus, logistics and marketing activities can not only function as a single system, but also have a significant impact on each other as separate areas of activity.

References:

1. Bowersox DJ, Calantone JR, Rodriguez AM. Estimation of global logistics expenditures using neural networks: *J Bus Logist* 24(2), 2003, p 21–36
2. Bowersox DJ, Calantone JR. Executive insights: global logistics. *Research Article: J Int Mark* 6(4), 1998, p 89–93
3. Brian Bass. Four Functions of Marketing Logistics, 2019. URL: <https://smallbusiness.chron.com/four-functions-marketing-logistics-21833.html> (accessed 12.01.2021)
4. C.H. Sampaio et al. *Industrial Marketing Management* 40. Braga, Portugal, 2011: p 8–16
5. How Samsung's marketing strategy transformed them into a global brand. Proecho Solutions, LLC, 2020. URL: <https://proechosolutions.com/asheville-/marketing/how-samsungs-marketing-strategyturned-them-into-a-technological-powerhouse> (accessed 12.01.2021)
6. Leigh Sparks, John Fernie. *Logistics and retail management: insights into current practice and trends from leading experts.* – 2nd end. 2004, p 344
7. Nagy, Fahad A. The effect of modern crises management strategies on marketing performance a field study on the human pharmaceutical industrial companies in Amman metropolitan area - Unpublished master thesis, 2012
8. Ron Giuntini. *How Does Marketing Affect the Day to Day Activities of Procurement and Logistics Managers*, 2014. Material handling and logistics, URL: <https://www.mhlnews.com/ask-the-experts/article/22050098/how-does-marketing-/affect-the-day-to-day-activities-of-procurement-and-logistics-managers> (accessed 11.01.2021)
9. Samsung Global Strategy Group [Electronic resource] : [Internet Portal]. - Electronic Data. – [Copyright© 2016 SAMSUNG GSG], URL: https://sgsg.samsung.com/main/newpage.php?f_id=samsung_performance (accessed 10.01.2021)
10. Samsung [Electronic resource] : [Internet Portal]. - Electronic Data. – [Copyright © 1995-2021 SAMSUNG]. URL: <https://www.samsung.com/ua/aboutsamsung/> (accessed 10.01.2021)
11. Steve Lander. Push vs. Pull Supply Chain Strategy, 2019. URL: <https://smallbusiness.chron.com/push-vs-pull-supply-chain-strategy-77452.html> (accessed 15.01.2021)
12. Zaki Muhammad Abbas Bhaya, Fadel Hamid Hadi Alhuseini, Cristian Silviu Bănac, Basim Abbas Kraidy Jassmy. *Impact Of Logistics Activities For Improving Marketing Performance Via Bayesian Quantile Regression: An Analytical Study In Omnea Telecom Iraq*: Bucharest, Romania, 2017, p 462-473
13. BLAIK, P. *Logistyka. Koncepcja zintegrowanego zarządzania*, wyd. II,



PWE, Warszawa, 2001, p 239

14. Ciesielski, M. Logistyka w strategiach firm, PWN, Poznań, 1999, p 159

15. Pilarczyk, B., H. Mruk, B. Sojkin and H. Szulce. Podstawy marketingu, Wydawnictwo Akademii Ekonomicznej, Poznań, 1999, p 349

16. Бугай А., «Логистика поставок импортной электроники: что изменилось?». Logist FM, 2016. URL: <https://logist.fm/publications/logistika-postavok-importnoy-elektroniki-chno-izmenilos> (accessed 15.01.2021)

17. Волгин В. Склад: логистика, управление, анализ – 11-е изд., перераб. и доп.: Дашков и К°. Москва, 2012, p 131

18. Григорьев. М. Н. Логистическая составляющая в эффективности маркетинга. Основные факторы взаимодействия логистики и маркетинга, 2012, 400 с

19. Любовина Д. Роль логистики на современном предприятии. Издание «Финансовая Газета-ЭКСПО», №5, 2007 г. // Май, 2007

20. ТОВ «Самсунг Електронікс Україна Компані», фінансова звітність відповідно до Міжнародних стандартів фінансової звітності та звіт незалежного аудитора, 2019. URL: https://images.samsung.com/is/content/samsung/p5/ua/aboutsamsung/sustainability/environment/pdf/finance_2019.pdf (accessed 10.01.2021)

21. Samsung Electronics потрапила до першої п'ятірки рейтингу Best Global Brands 2020 за версією Interbrand, 2020. Samsung. Samsung [Electronic resource]: [Internet Portal]. - Electronic Data. – [Copyright © 2010-2021 SAMSUNG]. URL: <https://news.samsung.com/ua/samsung-electronics-top-five-on-interbrand> (accessed 10.01.2021)

Анотація: Для ефективного функціонування будь-якого підприємства важливо, щоб усі його підрозділи працювали у злагоді один з одним та враховували потреби та наслідки впровадження будь-яких новітніх методологій та/або технологій в роботі. Маркетинг та логістика є одними з ключових сфер діяльності компаній, які мають безпосередній вплив на успіх реалізації товару та побудову стратегії його дистрибуції. Основна мета обох галузей – розповсюдження та продаж товару. Однак, кожна з видів діяльності має децю відмінний підхід до вирішення встановленої задачі.

На прикладі міжнародної компанії Samsung Electronics, що на ринку України переважно віддає логістичні процеси на аутсорс, можна відмітити яким чином впливають рішення у обох відділах один на одного та на функціонування компанії в цілому. Таким чином, було вирішено спростити систему розподілу товарів по дистрибуторській мережі для зменшення логістичних витрат і витрат обумовлених обслуговуванням видаленого процесу, що у свою чергу вплинуло на якість та швидкість обслуговування кінцевого споживача.

Аналіз структури та роботи підприємства, а також його фінансової звітності допоміг визначити перетин функціональних областей маркетингу та логістики; виділити управлінські функції, що найбільше піддаються впливу даних підрозділів. Фінансові показники за 2018-2019 роки показали, що ріст логістичних та маркетингових витрат відбувається відносно пропорційно з невеликою перевагою у бік логістики, в той час як якість продукції та послуг зростає.

Ключові слова: логістика, маркетинг, взаємовплив, Самсунг, витрати

Статья отправлена: 10.03.2021 г.

© Воловик Е.И.