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AGRI-FOOD LOGISTICS AS A DETERMINANT OF THE COMPETITIVENESS OF SME'S ENTERPRISES IN THE FOOD INDUSTRY

Abstract:

In the article were tested small and medium-sized enterprises in the food industry which exporting and importing to the EU market looking for opportunities to make a profit and market advantage. They indicated on the relationship that exist between the adopted strategy in the field of logistics and efficiency of the actions of various cells of food chains . The article presents also cases of companies that have achieved market success through synergies in logistics. Intense competition in food markets requires , especially from small and medium-sized enterprises to seek solutions that will allow the use of occurring in logistics principles 7R. the use of physical flows in coordinating logistics operators necessitates the application of uniform procedures for the various elements of logistics , such as packaging , delivery system and handling , etc . Is becoming an important issue as food security, which requires companies need to closely monitor the flow processes .

Keywords:

agri-food logistics, physical flows, synergy

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