

4P IN LOGISTICS: KEY ELEMENTS OF SUCCESSFUL SUPPLY CHAINS

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4PL logistics, or 4P theory in logistics, is the latest approach to supply chain management aimed at optimizing the use of resources and improving logistics operations. Unlike classical models, when companies either manage logistics independently or outsource clear tasks to other companies, 4PL providers are independent links. This helps to reduce the gap between the customer and different service providers, ensuring smooth coordination and operation at all stages of the supply chain [1].

In the field of logistics, 4PL providers are actively engaged in calculating the most efficient and rational routes for the transportation of goods, as well as choosing suitable vehicles for this purpose. Carriers make every effort to ensure that goods are delivered on time, observing the required quality and quantity standards, while offering various transportation options, including road, rail and sea routes.

A special feature of 4PL logistics is its ability to optimize complex processes. In addition to managing transportation, warehousing, and distribution, 4PL service providers can analyze, optimize, and forecast logistics activities. This unified approach helps to reduce costs, shorten delivery times, and increase overall efficiency [2, p.150].

In addition, 4PL providers use the latest technologies such as big data and the Internet of Things, increasing transparency and control over logistics operations. As an independent coordinator, the 4PL provider cooperates with various suppliers, including transportation companies, warehouse operators, customs brokers and other participants. This allows customers to focus on their business by outsourcing logistics management to other companies [3].

The result of the transfer is a reliable and efficient product delivery system, which is especially important in today's globalized and market

conditions. Through its approach, 4PL logistics helps companies improve the reliability and efficiency of their operations. By using modern technology and strategic planning, 4PL service providers reduce risks such as delays, product spoilage, and supply chain disruptions. Suppliers use tools such as analytics and real-time tracking to improve pathways, reduce lead times, and improve inventory allocation. 4PL service providers pay attention to the continuous improvement of processes, ensuring adaptation to changes in the market. They function as a central element facilitating cooperation between manufacturers, suppliers, carriers, and sellers [4]. This collaborative approach improves supply chains, minimizes conflicts, and increases productivity, resulting in a good level of service. 4PL logistics offers modern solutions that not only optimize logistics chains, but also provide a significant increase in competitiveness [5, p.112].

By interacting with a large number of suppliers of goods and services, using modern technologies, 4PL (fourth Level Logistics) suppliers ensure a high level of reliability, efficiency and integrity in supply chain management. In today's market, where speed of delivery and quality of customer service play a key role, 4PL logistics is becoming an indispensable tool for achieving success and creating competitive advantages.

References

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