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## **METHODICAL BASES OF THE EVALUATION OF ORGANIZATIONAL AND ECONOMIC SUPPORT OF TRADE ENTERPRISE LOGISTICS ACTIVITY**

### *Summary*

Ukraine's integration into international logistics systems, changes on the consumer market, the development of logistics services, and the increasing the role of wholesale and retail trade in building the economy of the country greatly influence the formation of organizational and economic support of the trading enterprises logistics' activities. Information sources that can serve as an official methodical tool for assessing the organizational and economic support of the trading enterprises logistics activities are analyzed in the article. The system of individual and complex indicators and the methodology for evaluating the integral indicator for assessing the organizational and economic support of the trading enterprises logistics activities is constructed and substantiated.

To evaluate organizational support, it is suggested to use indicators which reflect the completeness of logistics functions in the enterprise and the organizational efficiency of logistics. Their calculation is based on the results of a survey of trade enterprises' managers and on the method of point system assessment. To assess the economic support of the trading enterprises logistics activities, the indicators, which reflect the activity of the formation of personnel, material, information, technological and financial resources, as well as the effectiveness of activities to support them at the proper level, are grounded.

In order to summarize the estimation of organizational and economic support of the trading enterprises logistics activities, it is recommended to use the method of calculating the arithmetic mean, according to which each of these indicators is defined as the arithmetic mean of individual indicators that reflect the level of provision for the organizational, personnel, material, information, technological and financial components.

**Keywords:** logistic activity, organizational support, economic support, scoring method, trading enterprise.

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