

JEL Classification: L82, M29, M31

DOI: <http://doi.org/10.34025/2310-8185-2023-1.89.09>

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## APPLICATION OF MARKETING LOGISTICS IN RETAIL

### *Summary*

Retail is the most competitive industry in entrepreneurship, with many companies offering similar goods and services. Marketing logistics is one of the key factors that help companies stand out from their competitors and increase their profits. Marketing logistics ensures the delivery of goods and services in the right time, place, and quantity, which allows for maximum customer satisfaction and increased loyalty. At the same time, marketing logistics reduces costs for storage, transportation, and delivery of goods. However, in practice, many retail companies do not use marketing logistics properly, leading to low business efficiency and decreased competitiveness. Therefore, the problem of effective use of marketing logistics in retail is relevant. The goal of the research is to apply marketing logistics in retail and identify the problems that hinder its effective use. In the research process, general scientific methods such as analysis, systematization, and generalization were used. Marketing logistics is an important element in the effective management of retail goods supply. The use of marketing logistics in retail allows a reduction in the costs of goods supply, an increase in business profitability, as well as the attraction of new customers and increased loyalty from existing ones. Marketing logistics helps in supply chain management, ensures accurate delivery of goods, and improves customer service quality, which is reflected in increased business profits. The use of the approaches mentioned in the article by retail companies will allow optimal support of sales of goods and services.

The main practical advantages of using marketing logistics in retail include: cost reduction for logistics, improved service quality, improved product quality standards, increased sales, improved inventory management efficiency, and increased competitiveness. The analysis of the world experience of using marketing logistics in retail allows identifying the most effective approaches and strategies for its implementation, which can be used by companies to improve their business efficiency and increase their competitiveness.

*Keywords:* marketing, logistics, marketing logistics, retail, product.

*Number of sources* – 8.

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