

Abstract of the Article
"Peculiarities of Logistic Strategies for Innovative Products"
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In modern conditions of economic development when all areas of human activity are involved in innovative processes the problems of increasing effectiveness and the dynamics of these processes, of developing supporting kinds of activity have become more urgent. Logistic activity occupies a special place among the supporting kinds of activity. And the first stage of this activity must be development of the appropriate logistic strategy for an innovative product.

The aim of the article is to investigate peculiarities of logistic strategies for innovative products of industrial enterprises.

The task of the article is in establishing the expediency of the development of logistic strategies for innovative products, studying their special features, generalizing and determining a logistic strategy for an innovative product.

The article deals with the differences between innovative and functional products and with the peculiarities of forming chains of supplies for innovative products. The author proposes some principles of forming a "portfolio" of strategies for innovative products, details the areas and components of the logistic strategy for an innovative product, gives the definition for it: the logistic strategy for an innovative product forms a part of the portfolio of logistic strategies of an industrial enterprise which, in its turn, is a part of the general strategic plan of the enterprise and embraces the spheres of supply, support of production and physical distribution and determines operative policy in these spheres which is aimed at flexibility, speed and the most complete consumer satisfaction.

So, significant differences between innovative and functional products specify the necessity of working out appropriate logistic strategies, which in their turn, have specific peculiarities and are a part of the portfolio of logistic strategies of an industrial enterprise. But the development of a logistic strategy for an innovative product is just the first step; the next step must be analysis of this strategy, which determines the aims of the next scientific investigations in the area of logistic support of innovative activity.