

**Abstract of the Article**  
**"Theoretical Essence of the Enterprise Logistics Activity"**  
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Theoretical essence of the enterprise logistics activity and logistics concept of management which has got extremely broad usage in theory and practice of the enterprise economic activity has been grounded in this article. Experience in the usage of the logistics approach to the enterprise activity shows that it can significantly reduce the stock production, market supply, reduce expenses, raise productivity, secure complete satisfaction of the consumers in the goods and services quality and also get competitive advantages.

On the basis of the analysis of the existing scientific the author of the research devoted to the enterprise logistics activity generalized the following:

Determined that the key notion in logistics activity is the material flow, informational, finance and service flows are considered as the accompanying material flows.

Grounded, that logistics activity singleness is determined by the logistics objects (flows) and is characterized by the existence of some purpose of the logistics activity such as the achievement of long-term success in business.

Determined that singleness of action of the subject is characterized by the realization of the management functions – forecasting, planning, organization, coordination, regulation, monitoring, evaluating, analyses and control.

Grounded that the flow management is carried out on the bases of regularity, complexity and integrity principles which permit to obtain the synergy effect.