

П. К. КУРКИНА, М. М. ЛЫСЕНКО

Научный руководитель А. В. КАРПЕНКО
ГУ ВПО «Белорусско-Российский университет»

Nowadays modern people value time very much. Sometimes it is completely lacking in everyday things. Therefore the use of round-the-clock deliveries is becoming a way out. People find only pluses of the services beginning from real economy of time finishing with material benefit.

Delivery system is a subject to economic, legal and logistics rules namely transport and its optimal operation creates a delivery system that is convenient for all parties. Almost all major retail facilities have delivery systems but not all consciously complete this task. As future specialists in the field of logistics we are very interested in this subject.

Having considered all negative comments from sites we identified the most frequently encountered problems and defined ways to solve them.

1. Quality of fruits and vegetables. Quality is not permanent. Within a week's difference you can get both fruit of acceptable quality and very second-rate ones. In order to avoid this all the goods must be processed, subjected to proper storage and distribution in the case if there are spoiled products in the warehouses.

2. Quality of eggs and half-ready foods. For the same reasons eggs and half-ready foods in online services are not in demand.

3. Ordered but not brought. In about one third of cases, some of the goods do not reach their customers. This problem is very acute because if it exists the point of delivery is lost. That is why you need to have a hotline and a system of working with the client in order to avoid misunderstanding from both sides.

4. Weighed to the maximum. Weighed goods are sold out at the upper limit. This is not very fair when it comes to perishable foods. In addition this practice empties your pockets. We think that the sites must have a weight scale so that the buyer could point out the needed weight.

5. Prices. Delivery makes a good profit for a company so prices in online-services may be higher. This is due to the fact that they include payment for the couriers and pickers' work. If the service is really highly professional we believe that the firm has the right to get a higher profit.

6. Delivery time. An important role is played by competent logistics. Buyers note that if the service promises to bring products from 5 to 7 pm, they will arrive at their home at 6.50. To avoid this, proper logistics must be developed and all the preparations must be finished before the couriers' working hours.

To make our life easier all positions must be completed.