

- to ensure balanced structure of import and export;
- to work out long-term programs of international collaboration;
- to pay more attention to the creation of Ukrainian high-tech goods, as well as their promotion on the world market (such as: energy, biotechnology, engineering services, etc.).

Increasing the competitiveness of domestic producers is ensured by the effective implementation of foreign economic activity.

Unfortunately, Ukraine, in the structure of GDP whose fraction of export-import operations varies within 45-60%, has never had a clearly defined foreign trade policy, nor conceptual strategic documents on its development.

To the influence factors need to be added: the general deterioration in the financial and economic situation and the reduction of population incomes in 2014 – 2015, which negatively affected its purchasing power and led to a decrease in imports to Ukraine.

In the direction of securing external economic security of Ukraine, it is necessary to take the appropriate measures import substitution and a significant increase in exports of the products, and especially high-tech goods.

For Ukraine for successfully moving to the international markets, it is necessary to make a major adjustment of foreign trade policy for such strategic directions:

- to develop the export potential of the state within the framework of international specialization, which would be organically combined with favorable directions for Ukraine in the structural transformations in the economy;

- to increase efforts in the most promising segments of the world economy (electronics, energy, materials with predetermined properties, biotechnology; scientific and technical, engineering, consulting services, international tourism, etc.);

- to mastering the strategies of global marketing, technology for the implementation of large international cooperative projects;

- to diversify the geographical structure of foreign trade;

- to ensure the balance of export and import, trade and current balance of payments of Ukraine.

Consequently, for further integration into the world economic space in Ukraine, it is necessary to carry out the internal reforms that will improve its image on the international scene. Our country will become an equal member of international economic relations and will occupy a proper place in the global economy only if a number of measures are implemented, which will be aimed at strengthening Ukraine's positions in the system of international division of labor; competitiveness increasing of domestic enterprises production and markets expansion; improvement of export structure; achieving sustainable economic growth and consequently, increasing the welfare of the population.

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## **DISTRIBUTIVE LOGISTICS IN UKRAINE**

With the increase in steady turnover, most companies are thinking of setting up a distribution center. Consumers should get the required qualitative and quantitative level of the product at the right time in the right place, etc. from a reliable supplier with a

sufficient level of service and a minimum level of total costs. Failure to comply with any of these requirements may result in loss of customer or market share.

The Ukrainian distribution system determines the uneven functioning of existing distribution channels. At the same time, there are inefficiencies in the various distribution channels used by members of the retailer network. To solve this problem, it is rational to combine several material flows. Joint customer service avoids seasonality and makes the products more durable. The application of distribution centers in the areas of customer consolidation increases distribution system efficiency and improves logistics performance.

The fact is that sufficient and good logistics contributes to the integration of the region into the global supply chain. In addition, the study of regional logistics potential allows not only to determine the direction of its further development, but also to help managers make decisions in the development of the enterprise distribution system. In turn, an adequate regional logistics potential offers significant competitive advantage for the region and its distribution system in future.

Decision-making in the area of distribution should take into account product design and development. This involves both the channels of distribution and intermediaries through which the goods will be sold, sales places, forms of sales which greatly influence the way of goods movement from the manufacturer to the consumer. The type of product, its range and all the detailed characteristics determine the choice of distributive operations. There is a link between distribution of goods and sales promotion. It exists mainly between the type of distribution channel and the intensity of the use of measures to stimulate sales. It should be noted that in spite of the higher cost, more advantageous are direct sales targeting retailers or even end-users because wholesalers are not interested in supporting the sales of the manufacturer's products. If indirect and combined distribution channels are used, the manufacturer pays more attention customer interests supporting it through intensive and direct advertising.

An important direction in optimizing distribution systems both in terms of improving customer service and in terms of reducing overall costs in the event of an acceptable level of customer service is logistics outsourcing, that is, the delegation of certain logistical functions (or all) of the distribution of goods to specialized logistics organizations.

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## **INNOVATIVE TECHNOLOGIES OF SOUND-METRIC POSITIONING OF OBJECTS ON THE TERRITORY OF THE AIRPORT**

The use of aviation ground equipment is directly related to ensuring safety and regularity of aircraft flights at any time of the year. Unauthorized intrusions of airplanes and land vehicles on runways can bring catastrophic results. The number of air traffic accidents occurring on the ground is almost three times as many as the number of accidents in the air. This problem is compounded by poor visibility. The use of acoustic