

## **THE MARKETING OF LOGISTICS SERVICES**

The marketing of logistic services play an important role in the development of the country's economy. The TSL service markets implement marketing activities supplying customers with logistic services at the highest level. The customer's attitude to logistic services, high quality of goods and their attractive price do not decide on the successful sale anymore. Marketing of TSL logistic services contribute to quicker flow of goods and information, which in turn results in: the reduction of costs, the increase of effectiveness and a higher quality of customer service.

Many enterprises still perceives marketing as an expensive element of company's activity, not as a process of cooperation with a customer. Yet marketing is the foundation on which a logistic service is built. Therefore, the marketing of logistic services has influences considerably the analysis of the market, shaping the image, knowledge management and all supply chains elements of the company.

Logistic marketing is the manifestation of the integration of logistic objectives with marketing objectives in the sphere of distribution. It refers to the departments of movement and warehousing, which are aimed at the facilitation of flow of goods from the place of origin to the place of final consumption. It is also connected with the flow of information in order to provide the customer with appropriate level of service at reasonable costs. Logistic marketing focus on the methods of the improvement of customer service so that the company could archive a competitive edge and on the management of mutual relations between marketing and logistic activities of the company [3].

Relevant literature offers many definition of logistic services. A general definition of logistic services is presented by E. Gołębska, who claims that: a logistic service is a logistic product comprising a set of wishes and expectations of a customer. A wider perspective at the issue is presented by W. Radzykowski, who states that « a logistic service is connection of transport, freight forwarding, warehousing services together with legal, financial and custom service of transported and stored goods, logistic products» [2].

In the last decade the marketing of logistic services is developing dynamically. The companies in effort to reduce the cost of the business began to outsource some of the tasks. Therefore the market of transport and logistic services is often run by logistic operators, that is companies offering a complex of wide scope logistic service. From the point of view of a client these units began to function as advisors, coordinators of logistic flows, often taking over the whole responsibility fro the logistic tasks of a company. Judging by the perspective of the activities of logistic service market in many cases outsourcing is profitable and influences the effectiveness and efficiency of the provided services. Outsourcing of logistic services is implemented mainly by companies which concentrate on key areas of its own

activity (for example production, distribution), and the remaining elements (for example transport, warehouses) are contracted at companies specializing in the particular area. Thanks to outsourcing a logistic operator offers its customers professional and high quality services at a competitive price in comparison with those realized currently by the entrepreneur itself. [see 4].

The analysis of the use of logistic services marketing instruments in transport and logistic companies by an advanced mix marketing should be noted:

- product,
- promotion,
- distribution,
- price,
- staff,
- process and
- the quality of rendering logistic services.

Where **product** is understood as a complex logistic service with the consideration of the benefits of the use of brands by logistic operators. **Promotion instruments** concern: advertising, direct marketing, sales promotion, public relations, publicity and personal selling. The essence of **distribution** in logistic services are streams of information and functions realized along with the service of transport of foreign products in a supply chain. In logistic processes of distribution solution such as the centers of distribution and sorting are offered. The **price** set by the transport and logistics companies depends on the cost, demand and competitive offer. The **staff** comprises a meaningful investment of transport and logistic companies, which recruit and train in a long-term perspective in order to maintain and improve the efficiency. Logistic **processes** are awarded with a key role in the customer service to meet their needs and expectations. The **quality** in logistic services supports the management system, which is directed at the achievement of competitive edge [1, p. 10].

#### References:

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