

<sup>1</sup>Jan MÖLLER, <sup>2</sup>Ulrich J. SCHÖDEL, <sup>3</sup>Christian SCHÖDEL

## LOGISTICS APPLICATION IN THE MANAGEMENT OF MEDIUM-SIZED COMPANIES

<sup>1-3</sup>TECHNICAL UNIVERSITY IN KOŠICE, FACULTY OF MECHANICAL ENGINEERING,  
DEPARTMENT OF ENVIRONMENTAL STUDIES AND INFORMATION ENGINEERING, KOŠICE, SLOVAKIA

**ABSTRACT:** Middle sized companies cover an important segment on market in the present. Because of this reason it is necessary to use higher forms of management in these companies. The publication is about the relationship between midsize technical companies and logistic and about the challenges they face during the growing globalization.

**KEYWORDS:** Globalization, Business succession, Technical, Small and mid sized companies

### ❖ CURRENT SITUATION

Midsize companies and Logistic are nowadays in a special relationship. With some of the mid size company's it appears logistic is still an unknown word. Other business in contrast glances with some fabulous logistic invents. The core of the Europe logistic industries is marked of middle size companies with some global players among them. Logistic products from midsized companies are well demanded by global company's which can be seen as prove that a lot of logistic know how must be embodied with these kind of family driven company's.

Today more and more midsize companies do business with Europe and some of them even with the whole world. With continuously growth and increasing international business the economic meaning of logistic for the companies have with grown. A lot of them nowadays own high tech logistic systems and processes. Although in the matter of globalisation these Adjustments sound evident, some of them are still representing the old fashion way and stick to historical traditions. Backwardness would rather be the right expression to that kind of behaviour.

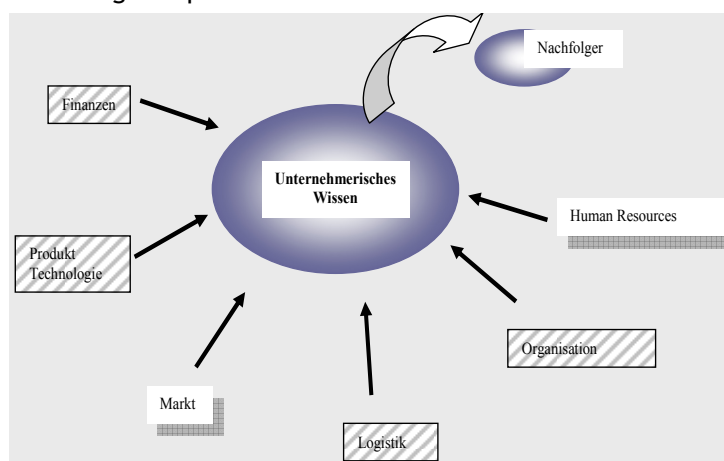


Table 1

cardinal challenge especially for owner of for mid size company who likes to stick to traditions and the old way of leading a company not acknowledging the alteration. Potential successors who are already facing the complex business succession have to acknowledge very soon that adjusting the company's logistic for the future is a important additional task in the overall challenge of business succession. It's up to them to distinguish which direction and steps need to be taken to adjust logistic alignments in order to be competitive for tomorrow's world.

Knowing that change is coming bring up the questions where does it come from is obvious. To explain it is necessary to rethink about the overall meaning of logistic in terms of their economic meaning. The Area of logistic accomplishes and constructs the preconditions for our working economy and therewith must be seen as the heart and nerve centre for globalisation all over the world. In order to respond in an appropriate way to this kind of new responsibility it is mandatory to investigate and double check without restriction all of the previous basic principles and system concepts. A

Only knowing that change is coming is certainly not enough to have the own logistic department prepared for the requirements of tomorrow. It is essential to know from which direction the logistical adjustments of the next century will come and how do they look like.

#### ❖ ASSUMPTIONS

Political changes and the opening of European borders have accelerated the globalisation development and cause in a worldwide business extension. Hence the work share become spacious and therefore the range of good transport all kind of carrier increased.

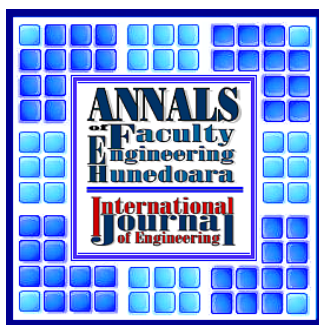
- ❖ Decentralised Logistic systems become more and more important. The principal of Just in Time (JIT) brings every production to the challenge of on time driving and optimisation of material and goods.
- ❖ The nowadays necessary strategies of internationality of midsized company's require a worldwide procurement and organisation.
- ❖ The World Wide Web based e-commerce caused radical change of economy and therewith lead to new challenges in logistically handling of Internet based orders.
- ❖ The general trend of reduction of manufacturing penetration in production leads to an significant increase of suppliers which on the other hand create new dependencies young entrepreneurs have to take into account.

#### ❖ CONCLUSION

This enumeration could be continued arbitrary. This argument show very clear that especially mid size companies are with logistic industry involved face huge challenges and require a much higher flexibility compared with company owner who are not affected by logistical globalisation changes. The already tough defiance of succeeding business succession will make this even more complex and difficult to resolve. An early start with a well prepared business succession plan becomes more fundamental than ever.

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