

## STRATEGIC INVESTMENT DIRECTIONS IN LOGISTICS SYSTEMS OF CORPORATIONS

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### Abstract

This article assesses the strategic investment directions of corporate structures in the logistics system. The development of logistics infrastructure, modernization of transport vehicles, construction of warehouses and distribution centers, as well as investments in digital technologies are indicated as the main factors for increasing competitiveness in international markets. The role of foreign market entry, licensing and operating costs in the structure of investment costs is also highlighted. According to the results of the study, the comprehensive and phased implementation of investments is reflected in ensuring the efficiency of logistics systems, optimizing costs, and long-term sustainable development of corporations

**Keywords:** Strategic investments, corporate logistics, logistics systems, infrastructure development, transport modernization, supply chain management, financial optimization

The efficient operation of the logistics industry, the process of fast and high-quality delivery of goods to the consumer, is becoming an important direction of corporate management. According to it, investment costs are gaining special importance, and through their rational distribution, this will serve not only to develop transport and warehouse infrastructure, but also to introduce innovative technologies, and further increase the opportunities for entering international markets. The efficiency of logistics infrastructure largely depends on vehicles. Having a modern, fuel-efficient and environmentally friendly fleet of vehicles reduces transportation costs and not only increases delivery speed, but also ensures the continuity of supply chains [1].

Warehouses are a key element of the logistics system, and their construction, expansion, or automation will ensure the proper storage, sorting, and rapid delivery of products. Automated warehouse technologies play a significant role in reducing the need for human resources and optimizing corporate costs. Digital warehouse technologies in logistics systems play a key role in supply chains, significantly reducing the need for human resources and providing optimal solutions for corporate costs. These advanced innovative technologies serve to increase efficiency, accuracy and speed in warehouse operations, which are essential for the timely delivery of products. The digital integration of warehouses in logistics elements not only simplifies operations, but also provides a priority in solving problems such as labor shortages

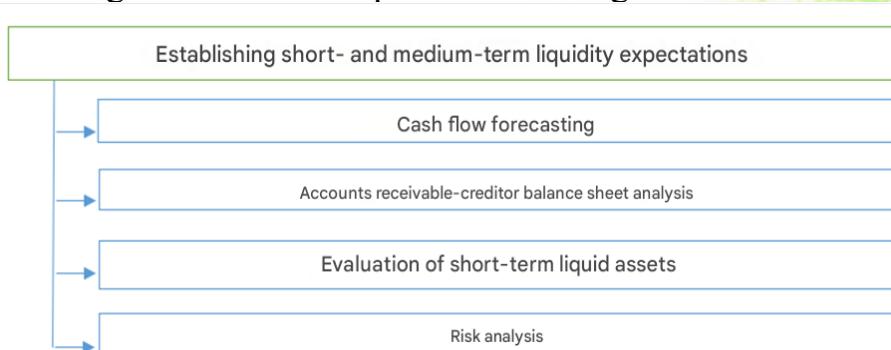
and high operating costs. The acceleration of these automation technologies is associated with the need to improve inventory management in logistics elements, especially in the context of the growing demands of e-commerce [2].

The improvement of logistics centers and customs complexes increases the need for special logistics centers to manage product flows, simplify customs procedures and redistribute cargo. This will not only facilitate, but also accelerate their activities in the export-import cycle, and create the basis for increasing the competitiveness of corporations in foreign markets.

In the development of logistics infrastructure, the improvement of logistics centers and customs facilities is of crucial importance in managing commodity flows, simplifying customs procedures and redistributing cargo, which in turn increases the efficiency of export-import turnover and contributes to increasing the competitiveness of enterprises in foreign markets. This is achieved through the creation of specialized logistics centers that optimize logistics operations and reduce costs. The creation of logistics centers in economic systems creates the basis for a significant increase in revenue and customer base. This is confirmed by the example of a company in this sector that increased its revenue by 322.26% and its customer base by 256.79% after the introduction of the Logistics Center and Customs-Industrial Complex (CLIA) [3]

Increasing the importance of investments in innovative technologies will allow elements of the logistics system to optimize transport routes, track them in real time, and control costs using digital technologies, artificial intelligence, IoT, and digital monitoring tools. Innovative solutions will serve to ensure long-term competitive advantage [4].

Investments in innovative technologies in logistics infrastructure are creating a high priority for optimizing logistics systems, real-time tracking, route optimization and cost control. These innovative technologies, including digital tools, artificial intelligence (AI), the Internet of Things (IoT) and digital monitoring, are improving logistics efficiency and providing long-term competitive advantage. The integration of these technologies into logistics processes not only increases operational efficiency, but also increases customer satisfaction and reduces costs, thereby enhancing sustainable competitive advantage.



**Figure 1. Elements of investment costs of corporate structures in the logistics system<sup>1</sup>**

<sup>1</sup> independently developed by the author

In order to optimally finance the logistics supply chain, companies need to forecast cash flows, analyze accounts receivable and payable, evaluate liquid assets, and assess risks to ensure that the organization meets its obligations on time, avoid cash shortages, and maintain financial flexibility.

Effective financial management in the logistics supply chain is essential for companies to meet their obligations, avoid cash shortages, and maintain financial flexibility. It provides a comprehensive approach to cash flow forecasting, accounts receivable and accounts payable analysis, liquid asset valuation, and risk assessment. By optimizing these financial elements, companies can improve their operational sustainability and support growth initiatives.

Liquid assets are essential to a company's financial health, as they increase the company's ability to meet short-term obligations and unexpected financial needs without significant losses. The strength of a company's liquid asset base directly affects its liquidity risk, i.e., the risk of not being able to meet short-term obligations. A strong liquid asset base reduces this risk and ensures that the company can continue its operations smoothly even in times of financial stress. This answer summarizes the importance of liquid assets, their role in managing liquidity risk, and their impact on corporate financial strategies.

While liquid assets are vital for managing liquidity risk, it is important to recognize that they are just one part of a broader financial strategy. Companies must also consider other mechanisms, such as credit lines and derivatives, to manage liquidity effectively. The global financial crisis highlighted the limitations of relying solely on liquid assets, as banks themselves faced liquidity shortages. Therefore, a comprehensive approach to liquidity management that includes diverse financial instruments is essential for minimizing liquidity risk and ensuring long-term financial stability.

Effective cash flow management is crucial for maintaining operational stability and supporting growth. Companies should implement rigorous forecasting techniques to predict cash inflows and outflows accurately [5]. This includes using technology such as automated invoicing and real-time financial monitoring to streamline cash flow processes. Optimizing the cash conversion cycle by managing days of inventories, accounts payable, and accounts receivable can sustain effective working capital management. This approach ensures liquidity and return levels are met for each company in the supply chain.

Managing accounts receivable and payable is a critical component of working capital optimization. Companies can enhance their financial performance by examining the interplay between these elements and inventory management. Generating loan plans with low interest payments based on accounts receivable patterns and collateral-related assets can help maintain a working capital reserve at a predetermined threshold.

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