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**THE PLACE AND ROLE OF LOGISTICS IN MANAGEMENT  
OF COMPETITIVENESS IN THE TEXTILE INDUSTRY  
OF SOUTH KAZAKHSTAN OBLAST**

**Abstract.** The logistics is a science which includes planning, management and control of operations on transportations and warehousing, but it can be considered still as management of the movement and storage of raw materials and a finished product in a turn. The high relevance of introduction of logistics is connected with an intensification and expansion in our country of the commodity-money relations, with increase in economic communications between the enterprises, with development of production infrastructure and expansion of economic independence of the enterprises and organizations. The system analysis shows that the role and value of logistics more and more continue to increase in the modern world. There is a steady opinion that the 21st century will become a century of logistics. Each company respecting itself needs a department of logistics. Also, the branch of the textile industry which promptly develops recently is not an exception.

**Key words:** logistics, management, transport, warehousing, distribution, Kazakhstan

In present time the high relevance of introduction of logistics is connected with an intensification and expansion in our country of the commodity-money relations, with an increase in economic communications between the enterprises, with the development of production infrastructure and expansion of economic independence of the enterprises and organizations.

The logistics can be divided into the several types:

- Transport (rational delivery of goods);
- Production (production with the minimum expenses);
- Distributive (performs marketing function and placement of goods by the consumer);
- Information (carries out control of data exchange in each link);
- Supplying (directly considers operations on creation of stocks).

The logistics system is a difficult system which consists of elements, namely links, which are interconnected in uniform process of management of the material and accompanying those streams.

The system analysis shows that the role and value of logistics more and more continue to increase in the modern world. There is a steady opinion that the 21st century will become a century of logistics (among other things). Each company respecting itself needs a department of logistics, also the branch of the textile industry which promptly develops recently is not an exception. First of all, for the enterprises of light industry, the logistics system has to provide timely obtaining information on materials, placement them in warehouses, production of products, realization, productions of products, the prices, competitors, about document flow [1]. The main minus which significantly is slowing down distribution and development of the textile industry is an illegal import of commodity products according to illegal schemes and also informal, underground, shadow production. Therefore, there are a large number of goods with poor, doubtful quality and according to the low price of them, as attracts consumers [3]. Respectively the commodity products containing only the correct components are not in demand.

The textile industry is one of the primary branches forming the budget in many countries of the world. Its share is considerable in the structure of GDP, an export turn and in the general employment of the population. In Germany, France and the USA it makes 4%, in Italy – 12%. It allows them to form up to 20% of the budget and to provide filling of the domestic market for 75-85% with the production of own production. In Turkey and China, the textiles share in GDP makes more than 20%. In Kazakhstan, the specific weight of textile and clothing industry in a total amount of GDP is only - 0, 2%. And it provides only the tenth part of the requirement of the domestic market. It should be noted that for the last years problems of textile branch remain invariable. One of main is plentiful presence in the market of import production from China, Pakistan, Turkey and other countries of “the third world”. Owing to the low price of work in the markets of developing states, production made there turns out much lower at prime cost and, as a result, more competitive.

Now the situation is complicated by the fact that the countries of Asia, according to forecasts of the international experts, will recover from crisis much quicker, than the countries of the European Union. Growth of internal consumption in these countries and proximity of raw material resources will become the engine of the accelerated rise. In completion of everything, experts expect the development of the clothing and textile industry in Russia, Uzbekistan and in Kyrgyzstan. The matter is that in these countries pursue a policy of creation of own production in recent years.

For formation of economic security of the country, the volume of domestic production has to satisfy a third of domestic demand at least. Despite weak development in Kazakhstan rather high potential for development of the textile industry, the General tendency of development of branch is characterized by decrease in its share of the industry of the country that is accompanied by reduction of jobs, replacement of a domestic producer from domestic market by foreign producers.

Today such corporations as “Textiles.kz” (JSC Yuteks/JSC Melanzh), “South Textiline.kz” LLP (SKO), “Bal-tekstil” LLP which process 18.8 thousand tons of cotton fiber a year treat the largest enterprises of the textile industry.

In textile companies the latest began to be used the equipment of well-known companies “Rieter”, “Benninger”, “LTG Air Engineering” (Switzerland); “Dornier”, “Thies Monforts” (Germany), “Savio” (Italy) with release of the competitive production consisting of 100% of cotton yarn, severe and ready cotton fabric with use of domestic raw materials.

Feature of the textile industry also is that as a part of the women working a big share. As a result of a scientific and technological revolution the nature of work of working professions of weavers and spinners which is characterized by high production loading, the density of working operations, nervous and emotional pressure, an inconvenient working pose that respectively exerts an impact on health and health of women significantly changed. As a result of the conducted researches, it was revealed that the largest specific weight in the structure of incidence was occupied by respiratory infections, sharp pharyngitis and tonsillitis, diseases of bone and muscular system, a disease of female genitals and cardiovascular diseases [4]. In this connection heads of the companies need to develop a comprehensive plan of actions for improvement of the working personnel, because the health of workers plays an important role at the release of qualitative production.

The competitiveness of the enterprises of branch is considered as production and realization of the fabrics having a complex of attractive qualitative, consumer and cost properties which in the conditions of the offer provide a requirements satisfaction of buyer’s logistic and commercial success of producers for receiving arrived, conducting expanded reproduction and the solution of social problems of workers. It is shown in the conditions of the competition in the domestic and foreign market, is connected with the solvency of demand of the population.

The analysis of the backbone factors influencing the level of competitiveness of the enterprise shows that the greatest impact on its efficiency is exerted by the following groups of factors: political (economic policy of the state, regulatory base, customs policy, development mechanism of the external economic

relations); economic (organizational and economic relations, strengthening of the competitive environment, transition of garment factories to import fabrics, high wear of fixed assets); social (decrease in level of consumer ability, preference by the population of import products, reduction of solvency); technological (high wear of the equipment, import from foreign countries of outdated technologies and the equipment). The ratio of these factors has mobile character, at change of one of them, there is a transformation of others.

The methodology of a problem of increase in competitiveness of the enterprises has to be based on the integrated approach to its decision based on the strategy of creation of the uniform mechanism of steady competitive advantages in the long term at the expense of the coordinated interconnected actions of the state, regions and the enterprises on the basis of the market relations, improvement of the organizational and economic mechanism, the solution of social problems, especially regarding increase in level of financial position of the population.

The purpose of the organization of the entering material stream is effective ensuring production with material resources. Change of consumer preferences in relation to textile production influences production of textile production and as a result causes change of type, quality and quantity of the purchased resources. Therefore the research of tendencies of demand for textile production is an important problem of development of all textile industry of the country.

The textile industry of the Republic of Kazakhstan till 90-ies worked steadily and in the first years of market reforms suffered most strongly, than others. The branch faced such problems as a rupture of old production contacts, weak management, deficiency of current assets and raw materials, unfair import, the global financial crisis. All this aggravated a deplorable condition of branch even more. In 2013 the number of the enterprises which are engaged in production of textile production was 141 units. The share of production of the branch in the total production of industrial output in 2013 made 0, 2%.

Reduction of indicators of activity of textile branch happened generally because of influence of the global financial crisis. Since 2009 the branch gradually began to recover from crisis in spite of the fact that the volume of investment in 5 years was reduced, since 2009 its increase is observed, and the share of production of branch in the total production of industrial output increased with 0.1 in 2009 to 0.4 in 2015.

The main link of optimum performance of textile branch of the republic is raw materials, its volumes and quality.

It should be noted that the textile branch which is most developed in the structure of light industry of the Republic of Kazakhstan. It is based on production from cotton - fiber; these are cotton threads and fabrics. The areas of sowing campaigns under cotton increase for a growth in volumes of cotton-fiber. As traditionally cultivation of cotton is carried out in South Kazakhstan Oblast, the enterprises for processing of cotton are concentrated exactly there. In South Kazakhstan Oblast the cotton and textile cluster was created in 2005. The cotton and textile cluster functions in the territory of Free Economic Zone (FEZ).

In the territory of FEZ, it is planned to construct about 15 textile enterprises providing processing of 100 thousand tons of cotton a year and creation over 10 thousand workplaces. The total amount of investments had to exceed 500 million Euros. Today it is constructed 4 units; construction of 2 more enterprises comes to the end. Despite all measures (allocation of subsidies, the preferential taxation, the state support of investments, etc.) taken by the state, at the implementation of the project on creation of a cluster a number of miscalculations which affect in FEZ flowing activity was allowed.

First, the binding to own raw materials promotes decrease in the competition and increases prime cost of end products in case there are external cheaper sources.

Secondly, at unstable and unpredictable demand the binding to one production technology also negatively influences the competitiveness of end products. It is known that light industry more depends on fashionable tendencies which form demand. Therefore this factor is relevant in this sphere of production.

Thirdly, though integration can lower costs of management, it cannot eliminate them completely, and it represents areal restriction of expansion of limits of vertical integration, proceeding from profitability of the company. Also, that domestic cotton is not suitable on quality for production of competitive production. A serious problem in the development of a cluster is the shortage of investments.

Except above the called reasons, the situation was aggravated with the fact that for construction of the enterprises in the territory of FEZ a part of means, in a size 47,5 million US dollars, were allocated with Development Bank of Kazakhstan "Leasing" (DBK), and other part of the enterprise had to co-finance themselves. However, in connection with the global financial crisis of the enterprise met difficulties which directly affected their activity. First, they needed to return borrowed funds of DBK, secondly, the prices of raw materials-cotton increased. For purchase of raw materials at high prices the enterprises do not have enough current assets.

For the purpose of normalization of a situation in the branch, the leaders of region made the decision on the decrease in volumes of acreage of cotton from 200 thousand hectares to 140 thousand hectares. It is connected with the fact that country farms of increase in productivity tried to obtain due to increase in acreage. So, about 30% of small-scale country enterprises of area had the area to 5 hectares for which contents at them were not enough financial, a manpower, the equipment, knowledge and experiment on competent maintaining agro-technologies. Creation of large-scale country enterprises by association small and reduction of acreage will allow achieving increase in productivity of a cotton and increase in its quality.

Also, the leaders of the region with the assistance of the Ministry of the Industry and new technologies of the Republic of Kazakhstan carry out work on the creation of Stabilization fund. A task of fund is stabilization of the prices in domestic market and providing the textile enterprises with raw materials. For this purpose from republican and regional budgets funds of eight billion tenges are allocated for purchase about 40 thousand tons of cotton-fiber.

Thus, the conducted researches showed that in the conditions of the high competition increase in efficiency of development of the domestic textile industry very difficult task. Creation a cotton and textile cluster in South Kazakhstan Oblast of the Republic of Kazakhstan so far also does not result in notable results.

Foreign experience shows that if originally clusters were formed only thanks to "an invisible hand of the market", first of all at modernization of multinational corporation, then recently the governments of many countries began "to grow up" them on own initiative within public-private partnership, rendering this process notable material and moral assistance.

In this regard, determining strategic prospects of an export-oriented of cotton and textile production by foreign countries, it is possible to reveal the positive moments according to the solution of problems which can be adapted to conditions of the Republic of Kazakhstan:

- the state support in a type of direct financial aid, including granting soft loans;
- the state encouragement of innovations (introduction of new technologies, skilled and serial release of new production), including by granting to the enterprises the rights for additional cancellation of taxes;
- the export orientation and encouragement of development of foreign economic activity, which includes insurance, the organization and participation in the international exhibitions, providing information on the market, search of foreign partners.

Thus, for increase in competitiveness of production of the textile industry the general problems of logistics and technological updating of branch, replenishment of current assets of the enterprises, organizational reforming of the enterprises, increases in level of management and efficiency of scientific and technical ensuring production have to be solved. Also increase in level of competitiveness, the important place has to be allocated to activation of functioning of marketing service.

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## **МЕСТО И РОЛЬ ЛОГИСТИКИ В УПРАВЛЕНИИ КОНКУРЕНТНОСПОСОБНОСТЬЮ В ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ**

**Аннотация.** Логистика - это наука, которая включает в себя планирование, управление и контроль за операциями по транспортировке и складированию, но ее можно рассмотреть еще как процесс управления движением и хранением сырья и готовой продукции в обороте. Высокая актуальность внедрения логистики связана с интенсификацией и расширением в нашей стране товарно-денежных отношений, с увеличением хозяйственных связей между предприятиями, с развитием производственной инфраструктуры и расширением хозяйственной самостоятельности предприятий и организаций. Системный анализ показывает, что роль и значение логистики в современном мире всё более продолжают возрастать. Существует устойчивое мнение, что 21 век станет веком логистики. Каждая уважающая себя компания нуждается в отделе логистики. Не является исключением и отрасль текстильной промышленности, которая стремительно развивается в последнее время.

**Ключевые слова:** логистика, менеджмент, транспорт, складирование, распределение, Казахстан

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## **ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ ТОҚЫМА ӨНЕРКӘСІБІНДЕГІ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІКТІ БАСҚАРУДАҒЫ ЛОГИСТИКАНЫҢ РӨЛІ МЕН РӨЛІ**

**Аннотация.** Логистика - бұл көлік және сақтау операцияларын жоспарлау, басқару және бақылауды қамтитын ғылым, бірақ шикізат пен айналымдағы дайын өнімді сақтау және сақтау үдерісі ретінде қарастырылуы мүмкін. Логистиканы енгізудің аса өзектілігі біздің еліміздегі тауар-ақшалай қарым-қатынастарды күшейтуге және кеңейтуге, кәсіпорындар арасындағы экономикалық байланыстардың өсуіне, өндірістік инфрақұрылымды дамытуға және кәсіпорындар мен ұйымдардың экономикалық тәуелсіздігін кеңейтуге байланысты. Жүйелік талдау қазіргі заманғы әлемдегі логистиканың рөлі мен маңыздылығының арта түсуін көрсетеді. ХХІ ғасыр логистиканың ғасыры болады. Әрбір өзін-өзі құрметтейтін компанияға логистикалық бөлім қажет. Соңғы уақытта жылдам дамып келе жатқан тоқыма өнеркәсібі саласы ерекшелік емес.

**Түйін сөздер:** логистика, басқару, көлік, қойма, тарату, Қазақстан.

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