THE ROLE OF LOGISTIC IN THE RURAL DEVELOPMENT STRATEGY

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SUMMARY

Under the globalizing hyper-phenomena impact, we observe a quasi-instantly spreading of the organization-types in economy, no matter the national territory.

This hyper-phenomenon is an objective need, which creates requirements of new logistics, modifying the domestic demand, unable to synchronize with the national supply.

The feeding with logistic resources process from off-shore, out local, regional, national markets can be done in the case of different options concerning the sub-contracts, as well: through a comparative advantage, a certain area of market is cheaper and more efficient in the meantime. Within the wide-frame expansion of the markets, outsourcing activities could be extremely beneficial for the rural and farm business, for all parties, if the outsourcing partners are competent and the expectations are clearly defined (win-win strategy).

Rural and farm activities are able and should administrate outsourcing activities and to contribute to raising efficiency and provide a range of advantages including changes such as:

Reduce and control operating costs, associated with fluctuating staffing needs and various logistic and infrastructure costs, which can be expensed rather than amortized.

Raising the level of capabilities, competencies and expertise - expand access to technical capabilities and logistic tools through specialized outsourcing firms having strategic partnerships on monde-market.

Focus the internal resources on core business activities by utilizing outsourcing for technical expertise.

Accelerate re-engineering profits - outsourcing techniques have enabled some companies to reduce innovation cycle time, decrease investments and risks by equal amounts.

Mitigate Risk - allow an outsourcing partner to absorb a portion of the risk involved with equipping multiple synchronized projects having a variety of requirements and timelines.

CONCLUSION

Outsourcing providers have a large field of action in Romania and profits could be recorded for the hosting rural activities and farms.

BIBLIOGRAPHY: