

# MODERN SYSTEMS APPLIED IN THE MANAGEMENT OF MATERIAL PLANNING IN LOGISTICS SYSTEM OF COMPANIES IN THE INDUSTRIAL FIELD

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**Abstract:** Market economy has become a reality. Market relations are more and more stable and private property has become preponderant. Therefore, the activity of firms, no matter their size, has to obey the rules of the new economic realities in order to achieve high standards. Material supplying is an activity open to improvement and rethinking of its place and role through the profitability perspective and of the maximum efficiency which should be achieved regarding the constructions' objectives. The adopted systems of organisation are in this way measured in order to ensure efficiency through operative actions supporting production.

The role of logistics is in constant evolution dictated by the limited opportunities offered by the increase of profits by increasing production efficiency and reducing transportation costs, by storing and managing purchased resources. Planning logistics activities in an industrial unit is part of the general planning where it is comprised, including by means of its connection with other activities of the economic unit. In fact, the range of logistics management is much more extensive.

Planning is an activity of great complexity used in the management strategies of industrial enterprises. Planning permits to limit the unforeseen influences generating risks, to ensure allocation of resources, to determine tasks, global indicators for the economic unit, opportunities for future development. Planning can be strategic, on short-term (usually one year), on long-term (usually five years) and operational planning (daily) to ensure the management of the organizational system for the execution of industrial targets.

If strategic planning refers specifically to market access, operational planning aims at implementation activities, financial resources for production, investment in stocks, their control, flow and movement of materials etc.

The improvement of the management activity concerning material and technical supply is an objective need by means of which required performance, quality and efficiency standards are achieved. The introduction and development on large scale of computer science and means of electronic computing are gaining more ground in planning, management and recording of activities specific to the management system on materials supply and companies that adopt them have already entered the path of profitable results and attainment of a well-defined market position.

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