INNOVATION OF LOGISTIC SERVICES AND COMPETITIVENESS OF ENTERPRISE ON TSL MARKET

Summary

In conditions of globalization the ability to create innovation becomes more and more important factor determining effectiveness of economic processes. Enterprises for better fitting for requirements of markets and changing environment must introduce innovations. They contribute to incrementation of attractiveness of commodity and favor, which decide about position of firm in the environment and so has an influence on its competitiveness.

Innovative of logistical favor is going to offer clients a new favors and widen range showed so far. This, what differentiates logistical favor and simultaneously shows their innovative is a range of operation offered is within the confines of basic favor - transport and storage. Innovative of logistical favor has been followed on example of TSL enterprise. taking into consideration purposes of innovations among which is incrementation of competitiveness of enterprise on market, they analyzed the relation of innovative of logistical favor with the dynamics of income of researched firms. Dynamics of income is just one of factor showing incrementation of competitiveness, about its choice decided a synthetic form of this article.