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GRAVITY MODEL TO DETERMINE THE RELATIONSHIP IN THE DELIVERY SYSTEM OF COMMODITY PRODUCTION

In the article the approach on forming trade flows for distribution companies within the industry for the production of bread, bakery and pastry by developing the gravity model. The analysis of relationships in the delivery system of commodity production partially revealed the essence of logistics channels. The research led to the choice of the gravity model to determine the connection between the supply company for the production of bread, bakery and pastry (number of products) and demand of these products.

The results of the research generated gravitational model of network distribution channels for enterprises implementing bread, bread and other bakery products. It allows you to determine the effectiveness of interaction between enterprises and trade products.

The results can be used in the movement of commodity-transport stream for companies with production of bread, bakery and pastry.

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