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НОВЫЙ ШЕЛКОВЫЙ ПУТЬ /NEW SILK ROAD

1. Транспортные коридоры
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5. Развитие логистической инфраструктуры

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1 year

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RISING PROBLEM OF PRICE UNCERTAINTY IN TRANSPORT SPHERE OF KAZAKHSTAN

The development of modern transport – is an essential condition for economic modernization. The role of logistics has been elevated as a world become Global. The Global market is rapidly developing among the countries. This is why it is critically important to satisfy the demand of the market on logistics.

After the collapse of the Soviet Union, for the young Republic of Kazakhstan was necessary to “recreate” all logistical communications in a short term period, to prevent the collapse of external communications. At the early stages external companies were help dominating positions and held monopolistic characters on price determination.

Among the factors that determine the competitiveness of products, in addition to the time includes the creation of acceptable prices. Competitive advantage provides logistics management, briefly a complete package of services for product support, which also includes information on the status, location of goods in real time. Thus the cost of services increases due to the lack or delay information. In my research work I want to pay attention on a problem of price uncertainty that happened because of insufficient capital investment.

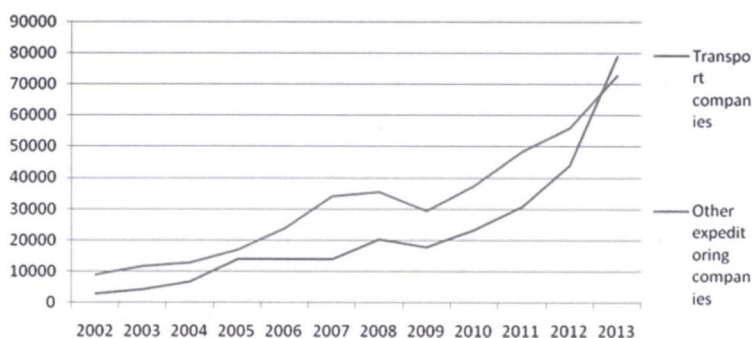
For better understanding there is a list of terms

Expeditoring - moving shipments through regular channels at an accelerated rate [1].

The geographical location of Kazakhstan allows us to create a numerous corridors for export and import. But rising internal market is not ready to cope with external market services. This is a national importance to stimulate internal market.

One of the main factors for the price creation for every product is a transportation cost. Because of the price instability for transportation there is high possibility of increasing inflation rate. The reason for such dramatic situation is a amount of rapidly increasing Expeditoring companies. Nowadays there are registered more than 405 companies which provide Expeditoring services. Approximately there are other 4979 mixed serviced companies that provides and transportation and expeditoring. From mathematical aspects it might be clear that the less amount of expeditoring companies can't seriously affect on whole market at all but I am assuming that this less amount of service providers affecting on whole market price determination.

The service of expeditoring companies are based on “find cheaper” and “ask higher”. This principle affects on both sides of market actors. For many customers the price for transportation service might be unacceptable what affects on the level of market development, because the economy of Kazakhstan is known as a “developing economy”. Developing medium market segments, which cannot supply their own logistical demands, are demanding “external coordination” and in many situations those “external coordinators” are expeditoring companies. The main reason of high popularity of expeditoring companies is that they had extended marketing campaigns. To create expeditoring company you don't need a huge investment as in creating the transport company. The main income of expeditoring companies flows into marketing spending. Such strategy increases a luck of chance to find an expeditoring company rather than transporting company with its own truck park system.



Graph 1. Total incomes of transport companies and expeditoring companies, 2002-2013
Source: Ministry of National Economy of the Republic of Kazakhstan, Committee on statistics.

The graph 1 represents the total income of transport companies and expediting companies. As we can clearly see the income of transport companies was much higher than in expediting companies except last two years, 2012 and 2013 respectively, where the total income of expeditors overtook the revenue of transporters.

The main reason of such situation is that expediting companies in most cases acting as a mediators between the customer and transporter. The net of expeditors, mediators, and transporters with different tariffs in each, creates a price uncertainty.

Per shipment costs reduce shipment frequency and increase the shipment size and the product price[2].

Gabor Bekesa

According to Gabor Bekesa the problem of price uncertainty could be a giant problem on price determination in a transport market at all; this is why price uncertainty could be a giant argument that affects on the level of shipment. I completely agree with this statement, because companies had a huge "chance to find an expediting company rather than transporting company with its own truck park system." Where expediting companies probably will increase real transportation cost to gain more profit.



Graph 2. Level of transport activities for 2011-2013.

Source: Ministry of National Economy of the Republic of Kazakhstan, Committee on statistics.

As a result, to prove my acknowledgment, we need to analyze the level of transport activity for last two years. The graph above represents the amount of shipped goods from 2011 to 2013 years. As we can notice this shows negative dynamics. The main reason for such negativiness is the growing amount of expediting companies. We can make a parallel between Income loosing of transport companies and decreasing level of shipping while incomes of other expediting companies are growing. Also from psychological prospects the price uncertainty creates the overview of incommodity.

To conclude, in this brief analytical research work I came to several conclusions.

1. The rising amount of expediting companies, acting as mediators, affects on a price of a service and creates price uncertainty.

2. Price uncertainty negatively affects on a monthly shipping level, which is in whole decreases amount of shipping goods.

Also this work provides certain solutions. Government should subsidize the developed expediting companies, and should pressure them to invest into capital goods of production by increasing their capital investments. Also the idea of creating "online-logistics" must be developed. The idea of creating common platform where customer can choose and where it can be used as a tool for transport companies as a advertisement tool. For further researches I suggest to investigate more into the problem of rising prices and to specify the factors affecting on decreasment of shipped goods, and also need to investigate into public opinion to know the benefit of creating "online logistics" platform.

References:

1. Transportation and logistics Basics – handbook, by R. Neil Southern, PhD, Continental Traffic Publishing, 1997;
2. Shipment frequency of exporters and demand uncertainty – article, by Gabor Bekes, Institute of Economics, Hungary, 2007;