

**Висновок.** На підставі проведеного аналізу стану безпеки на об'єкті дослідження були виявлені недоліки, які можуть збільшити виникнення ризиків ДТП, що впливають на безпеку руху в цілому. Стан об'єкту визначено як небезпечний. Тому пропонуємо розробити заходи задля усунення недоліків, виявлених за допомогою проведення аудиту безпеки дорожнього руху.

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### **THE SEARCH FOR WAYS TO INCREASE THE TRANSPORT POTENTIAL IN THE AGRO-INDUSTRIAL COMPLEX**

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The issue of obtaining a synergistic effect from the implementation of an integrated approach to the creation of a single technological process "production - transportation" by evaluating and accounting for various causes affecting the transportation process at different levels of management, the use of navigation monitoring systems in the agricultural industry in combination with a simulation model of operational management of transportation on today is quite relevant [1]. Solving this issue will allow to reduce the loss of transportation potential of the agricultural industry, increase the timeliness of cargo delivery, the completeness of applications, ensure the preservation of cargo, as well as the possibility of the operation of transport in emergency situations.

The transport flow moves in space and time. Transport flow is the movement of vehicles through the same technological stages. Traffic flow parameters include the location of vehicles, time spent by vehicles on movement and simple, deviation from the schedule (ahead or behind schedule), cargo, driver information, level of maneuverability, level of machine dispatches [2]. Accounting for these factors will increase the efficiency of the transport potential in serving agricultural enterprises. At the same time, significant importance must be attached to the operational plans of transportation, which must take into account the layout of the vehicle, the choice of the sequence of visits by the vehicle to the agro-industrial complex objects, the regularity in time of empty vehicles, obtaining a comprehensive assessment of the option of the destination of the vehicle, choosing the best option, determining the moments of arrival vehicles to and from loading and unloading facilities [3].

The process of drawing up an operational plan of transportation should be divided into three stages: arrangement of vehicles, arrangement in time of moments of their unloading and exit from maintenance and repair; identification and evaluation of vehicle assignment options, selection of the best of them; compilation with specified accuracy for drivers of the implemented reliable schedule. At the same time, the use of information from the GPS navigation system will reduce the average idle time of vehicles, reduce travel time, improve transportation planning, reduce empty mileage, improve driver control, and improve the quality of transportation services. The quality of transport service should be considered as a set of features that contribute to the satisfaction of requirements in transport service. The indicators of the quality of transport service should include: timeliness, completeness and preservation.

Taking into account the above, it can be summarized that increasing the level of quality and efficiency of transport services for the agricultural sector requires the development and implementation of a comprehensive system for ensuring a single technological process "production - transportation" based on modern information technology tools. This will make it possible to substantiate technological solutions for optimizing transport flows and significantly increase the competitiveness of transport operations performed by companies. In order to make operational management decisions based on a comparative evaluation of the control of the implementation of the operational transport plan, information technology combined with the information of the GPS navigation system and the information of the simulation model of the operational management of transport will allow to obtain a new approach to the measurement of potential transport opportunities using the monitoring of transport in the agricultural sector.

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## **ANALYSIS OF THE EFFICIENCY OF TRANSPORTATION OF VARIOUS TYPES OF CARGO**

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Effective functioning of the country's economy in modern conditions is closely related to the constantly growing role of the transport system [1]. This process is due to the continuous growth of the volume of raw materials, fuel, materials, and finished products entering the sphere of circulation and the increase in the need to move these volumes as a result of changes in the organization of the economy, in the placement of productive forces, which focuses on new sources of raw materials and the development of remote territories [2]. The quantitative growth of economic relations is accompanied by their constant complication due to the increase in the assortment and standard sizes of products [3]. At the moment, the transport market of our country is in the stage of formation, with pronounced transitional processes and the uncertainty of their course characteristic of this period.

In the conditions of limited transport capacities and intensively increasing transportation needs, the problems of matching these needs with the possibilities of road transport, solving the task of its effective use become extremely important. In the conditions of limited transport capacities and intensively increasing needs of regional state structures in transportation, the problem of matching these needs with the possibilities of road transport, solving the task of its effective use become extremely important. To a large extent, the reason for many shortcomings in transport service is the lack of a mutually agreed system for planning the work of motor vehicles and bodies of material and technical supply. The specificity of freight transportation is expressed in the close intertwining of the spheres of motor transport activity, dispersed transportation facilities over a large territory, a large difference in the level of mechanization of loading and unloading operations,