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## **STRATEGY FOR DIGITAL TRANSFORMATION OF THE ENTERPRISE'S LOGISTICS SYSTEM**

The article substantiates that the decrease in the efficiency of the logistics system of individual business entities, the violation of their stability and the inability to conduct effective activities is due to the absence or inefficiency of the strategy for the digital transformation of the enterprise's logistics system. A differentiated approach to choosing the basic and functional strategy for the digital transformation of the enterprise's logistics system has been developed. Among the basic strategies, the strategy of leadership in the digital space and the strategy for increasing digital maturity have been substantiated. It is noted that the basis for choosing functional strategies is the criterion of the efficiency of the operation of the enterprise's logistics system and the criterion of the level of the enterprise's digital transformation. The following alternatives are proposed as functional strategies: stabilization strategy; strategy for activating the implementation of digital technologies; integration strategy; strategy for optimizing the logistics system; strategy for changing the logistics model of the enterprise; strategy for increasing the efficiency of the operation of the enterprise's logistics system; strategy for improving the digital literacy of personnel; strategy for popularizing digital technologies; strategy for the spread of digital technologies to all business processes; strategy for optimized management of enterprise activities; strategy for ensuring digital maturity; strategy for maintaining status.

**Keywords:** strategy, digital transformation, logistics system, enterprise, basic strategy, functional strategy, efficiency.