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## **EVALUATION OF THE EFFICIENCY OF IMPORT OPERATIONS FOR THE PURCHASE OF TRUCKS**

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**Abstract.** For any transport company it is quite difficult to constantly keep their share in the market by constantly reducing costs of transportation. But with a constant decrease in costs exist a risk of short-term and deceptive effect that in the future can cause to large financial losses. Nobody needs transport company, which has reduced costs to a minimum, makes a good profit, but constantly disrupts the timing of shipments due to breakdowns of machinery or other force majeure situations. A key place in improving the efficiency of transplantation are the quality and efficiency of services, it is necessary to immediately determine what more important for the company – the highest possible customer service, or minimal logistics costs. This is the main mechanism for attracting new customers and increasing turnover. The article gives an example of calculations of efficiency of import operations on purchasing of freight transport on the example of LLC «Major Cargo Service».

**Keywords:** foreign economic activity; goods traffic; transport; transportation; logistics.

**JEL codes:** F10; F19.

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