

THE CONCEPT OF INFORMATION SYSTEM OF THE TRADING COMPANY OR OF A COMPANY WHICH INFLUENCES LOGISTICS

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The information system represents the set of information, information currents, procedures and means of dealing with the information meant to contribute to the achievement of the main objectives of the trading company.

The working out and the efficiency of the information system depends on the observance of some basic requirements. The first one deals with the necessity of defining the objectives, the trading company, the complex activity according to the information rules.

There are several criteria of classification of the information system. A first one refers to the hierarchical lever at which the information is used, according to which they distinguish themselves into 2 groups.

Within the trading company, the information provides data regarding the productive activity and it highlights the management position about the problems to be solved. With the help of information one can settle down the immediate contact and the management addresses itself directly to the employees who have their role in achieving the target.

The functional performance of the information system is conditioned to a great extent by the technical support of the respective information system, respectively by the means of gathering, working out and transmitting the information.

It is that to offer the knowledge elements which are necessary to the management in order to co-ordinate efficiently the trading company.

One of the important changes both in economic theory, strategic management and in the logistic field is the transition from the enterprise conceived as a citadel to the one seen as "an archipelago" which must administrate multiple interfaces with other enterprises and the individual successes of which is directly linked to the reactions, competences and success of the others. This evolution is accompanied by the reconsideration of the strategic role of the administration of the flows upon the logistic function, the logistic responsibilities, inter-functions organizational frontiers and external interfaces.

The logistic ICT of the enterprise LICTE has allowed reconsidering the limits of space and time which characterize the logistic system, authorizing international forms of organization with pulled and pushed flows which allow rapid gratification of customers, low costs and a strong operational and strategic flexibility.

The logistic chains are unstable networks which evolve, with partners' ins and outs, with these circumstances, IOIS must not stop this evolution, even if the information and communication technologies bring some rigidity. There are several phases to make a IOIS work:

Recent research regarding strategy¹ shows that a common will and a pilot – enterprise to take over the management of such a project. The question is risen here is related to the asymmetry of information or intended distortions to the advantage of some people. If we are to take car industry, we notice that for the force intercourse cannot stay out of an equilibrium for too long.