**ABSTRACT**

Knowledge about a logistic process in SMEs can be the way to growth of competitiveness of a company by improving those processes. One of the ways can be the use of diffusion of knowledge in multicultural enterprises as a support of management. Identification of multicultural advantages in management process should be based on knowledge resources, especially the process of knowledge flow between people in multicultural enterprise. Achieving knowledge and accumulation as a resource allow increasing logistic standards such as supply process, production, storage and distribution. It can contribute to the recognition of possibilities of competitor’s opportunities. This paper examined the use of observation of knowledge diffusion in multinational space in SMEs with foreign direct investment in confectionery branch in Poland.