



Ways to improve the activity of trade services.

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ABSTRACT

Along with the development of retail trade in our country, there is a trend of a change in consumer behavior, an increasing trend of buyers' demand for the quality and assortment of goods and the provided trade services. In such conditions, increasing the quality of services provided to customers by offering additional sales services and competing repeat purchases is one of the modern directions of increasing the competitiveness of retail trade.

Keywords :

Trade services, trade, enterprises, goods, seller, consumer, purchase, buyer, marketing.

In the practice of advanced countries and trade enterprises, it is becoming increasingly popular to ensure the competitiveness of retail trade based on the provision of additional services. In particular, increasing the possibility of online purchase of goods, interactive showcases and sales halls, and innovative merchandising have become today's demand. At the same time, in our country, including in the Samarkand region, there is insufficient attention paid to ensuring competitiveness based on the weakness of marketing practices, the lack of research into consumer behavior, the expansion of modern services. Based on the above, it is worth noting that retail One of the urgent tasks is to increase the competitiveness of the trading company by organizing it at a modern level and offering additional services to customers.

Trade - 1) a type of commodity circulation, a form of exchange of labor products and

services by way of barter. In this case, the amount of goods purchased, the quality of goods, the provision of services before or after the sale, the procedure for calculating the price of purchased goods or services, and other conditions; 2) value exchange relationships between sellers and buyers. With the emergence of commodity production, the exchange of goods in monetary terms, i.e. Trade, was born. A branch of the national economy, separated as a result of the social division of labor, and carrying out intermediary activities in the acquisition, sale and provision of related services. Connects production and consumption, ensures delivery of goods to the final consumer (population). It is divided into wholesale and retail trade. Wholesale trade is a set of institutions that buy or store goods in large batches for production consumption or resale, and sell them to retail trade, consumers or other trade organizations.

Retail - provides services to the final consumer by selling individual or smaller quantities of goods in direct exchange for the consumer's monetary income. Trade is divided into internal and external trade. Domestic Trade provides services for goods circulation within one country. Foreign Trade covers international trade of goods.

In our country, scientific and practical work is being carried out by scientists, researchers, researchers to improve trade services and reveal their unique aspects. In addition, the regulatory and legal framework of the trade sector is being improved in its own way. The President of the Republic of Uzbekistan dated January 23, 2023 "On additional measures to further improve the activities of the Chamber of Commerce and Industry" Resolution No. PQ-15 reveals new features of improving the trade system in our country. In this decision, tasks and tasks for improving the trade system today are defined. It is appropriate to highlight the following tasks:

Organizing public hearings on business issues in order to develop proposals and recommendations for improving the trade and business environment;

Recommending business representatives and other persons for awards who are contributing to the development of trade and entrepreneurship, increasing the socio-economic potential of the republic;

Submission of submissions to local state authorities and other regional state bodies, which must be considered in connection with the development of entrepreneurship in the region, further improvement of the business and investment environment, and protection of the rights and legal interests of business entities.

It takes the leading place in the republic in terms of trade in Samarkand region, according to the results of 2022 it will reach 4190.8 billion. Soum trade, living and dining services are organized. We know that the rate of development of the trade turnover, the network and the provision of retail spaces to the population are ahead of the average level of the region.

Trade is a sector of the economy that ensures the circulation of goods, their transition from the sphere of production to the sphere of consumption. Performs the task of delivering commercial goods to the necessary consumer within a certain country. It is divided into wholesale and retail trade. In January-June 2021, the share of trade services in the total volume of the provided market services is 28.3%, which is 2,294.3 billion. corresponded to soums. For comparison: in January-June 2020, their volume was 1,871.9 billion. soums or 30.0% of the total volume. There are certain shortcomings in the development of services of regional and local trade enterprises. Delivery of retail spaces in Samarkand region has already exceeded the recommended standards in other cities, regional centers and settlements of trade enterprises.

Network trade will continue to play an important role in the trade services market of the region. The further development of integration processes will lead to the activation of mergers and acquisitions, the strengthening of the presence of operating network companies at the regional level in the Samarkand region, and their entry into neighboring regions. The timing of procurement should also be taken into account. Certain goods are often bought "in season". For example, fans, New Year's gifts, cruises around the Caribbean Sea. Other items, such as laundry detergent and frozen products, are often purchased while supplies last. Shopping is often an incomplete process that requires adjustments and requires searching for information about which option to choose. This situation is the main motivation in the purchasing process. Shopping behavior is changing. Today, the number of customers "going to stores" is decreasing. The purchase process is the fourth stage of the decision-making process, which consists of a number of stages.

The primary consumption value of the sales service is the minimum requirement for the service, including the corresponding services in the process of selling the goods. For example, presentation of goods in different packaging or additional packaging in the process of sale.

The expected consumption value of the sales service is the provision of additional services based on the individual requirements of customers. For example, the use of shopping trolleys and shopping baskets for large purchases. The additional consumer value of shopping services includes providing high-level customer service based on the principle of consumer orientation, simplifying the purchase process, etc. the potential consumer value of services is focused on establishing a permanent relationship with customers, encouraging unique service, and encouraging repeat visits of consumers. For example, organizing a children's playground, waiting rooms, sampling and tasting areas for customers with young children.

Conclusion:

We consider it expedient to use the following scientific proposals for the improvement of trade services:

- it is possible to improve the trade enterprise by organizing retail trade at a modern level and offering additional services to customers;
- additional sales service leads to awareness of the goods by buyers, increase in consumer value and increase in purchasing opportunities;
- classification of the types of services provided in the improvement of trade enterprises from the point of view of competitiveness, which allows to provide unique service to customers and thus provides a competitive advantage;
- the proposed method makes it possible to assess the level of competitiveness based on the provision of additional trade services that are beneficial for both the trading company and the customers.

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