



Development Of Retail Trade Enterprises In Uzbekistan

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ABSTRACT

The article studies the ways of development of retail trade enterprises, the trends of sustainable development of trade enterprises' turnover, the directions of implementation of competition in the retail trade sector, the main indicators of retail trade and develops conclusions and recommendations for the development of this sphere.

Keywords:

\Service, retail process, retail services, distribution network, consumers, retail workers.

Retail trade is one of the rapidly developing sectors of the economy. The turnover of many trade enterprises has a trend of stable development, and the turnover of individual large retail enterprises has become comparable to the production volumes of prestigious industrial enterprises. The retail network is increasingly connected to other networks along the supply chain, including buyers, distributors and manufacturers.

In the conditions of the transformation of the economy, the development of the service industry is significant as it is effective and faster than the production industry from an economic point of view. At the same time, the organization of initial activities in the service sector is characterized by a high turnover rate of financial funds, requiring less investment.

Retail trade performs the following tasks:

- buys goods from wholesalers and offers them for sale to customers unchanged or after processing customary for retail trade;
- provides goods and services to meet customer requirements;
- displays samples at open trade stand for receiving orders for goods through the order point;

- distributes the ordered goods according to the catalogue, samples, samples or other offers;
- organizes home delivery of goods;
- usually, the home delivery seller offers his goods outside the location of his warehouse;
- the seller organizes door-to-door sales activities to retail his goods;
- organizes street trade - the trader performs his activities in the residential area to sell fruits, vegetables, drinks, eggs, pickles, etc. to the population at a certain time;
- carries out small retail trade - sellers offer their goods on shelves installed in high-traffic squares and streets or in places where special events are held.

Research shows that the competition in the retail sector is conducted in different directions. We have distinguished three types of these directions:

1. Forms of customer service (e.g. advanced self-service convenience stores and outdated grocery stores).
2. Among manufacturers and sellers (the appearance of their retail stores in production enterprises under the manufacturer's brand).
3. In new markets (For example, American and Chinese companies try to present

themselves in the European market, and Western European companies try to expand in Central and Eastern European markets).

Nowadays, one of the main trends in retail trade in CIS countries is the development of supermarkets, hypermarkets, and discount stores.

Today, transformational processes in retail trade allow the following situations to appear soon:

- large shopping complexes with centralized warehouses have computer systems in each retail enterprise and the possibility of automatic transmission of requests for the delivery of goods from the central warehouse to all stores;

- there will be complete statistical information on the activity of each retail store - sales volume and profit per 1 m² of retail space;

formation of sales volume and profit in the most convenient places for customers on the retail sales floor;

- sales volume increases as a result of the advertising campaign for each product type, as well as similar information on product groups and separate sections of the store; placement of fast-changing product assortment in retail stores is more optimized, and maximum retail space is provided for hot products, as a result of which distribution costs are reduced;

- the number of retail stores will decrease and at the same time their mutual integration will occur;

- management functions are performed only by highly qualified managers working with highly qualified representatives of manufacturing firms in a highly professional marketing environment.

Table 1
The main indicators of retail trade in the Republic of Uzbekistan

Indicators	Years					Growth in 2017-2021, %
	2017	2018	2019	2020	2021	
Retail trade turnover, sales volume in all trade sectors, including catering establishments, billion soums	105229,9	133195,2	166094,4	199518,8	249493,3	2,4 марта
In cities	82747,4	107506,1	125066,8	152706,2	188120,0	2,3 марта
In rural areas	22482,5	25689,0	41027,7	46812,6	61373,3	2,7 марта
From the total volume of retail trade turnover, billion soums: food products	48396,0	57021,2	68811,8	80093,0	102292,2	2,1 марта
non-food items	56833,8	76174,0	97282,7	119425,8	147201,1	2,6 марта
Retail turnover per capita, thousand soums	3249,0	4041,6	4946,2	5828,4	7145,7	2,2 марта
Stocks of goods in retail trade networks (at the end of the year, including consignment goods) total, bln. soum	2338,7	3476,5	5416,1	9031,5	13628,3	5,8 марта
On the days of turnover	28,0	26,0	28,0	35,0	32,0	114,3

Retail trade facilities (by the end of the year) in total, thousand	119,2	132,9	151,8	169,4	175,5	147,2
per 10,000 inhabitants	34,0	37,0	43,0	48,0	48	141,2
Catering organizations (by the end of the year) in total, thousand	12,8	13,3	16,0	15,6	16,1	125,8

According to the data in table 1, according to the main indicators of retail trade in the Republic of Uzbekistan, in 2021, compared to 2017, the turnover of retail trade, including catering organizations, increased by 2.4 times, and the volume of sales in all trade sectors increased by 2.4 times, of which 2.3 times in urban areas, 2.3 times in rural areas increased by 2.7 times. In 2021, 75.4% of the total sales went to cities and 24.6% to villages. The volume of stock (at the end of the year, including consignment goods) in the retail trade networks across the country has increased by 5.8 times over the next five years. In addition, the volume of merchandise turnover increased by 114.3%, and the number of retail trade facilities was 147.2%. The number of retail outlets per 10,000 inhabitants has increased from 34 to 48. The number of catering organizations (by the end of the year) increased from 12,800 in 2017 to 16,100 in 2021.

It is known that a retail service cannot be considered complete without the customer purchasing a product designed to satisfy his needs, that is, retail services are the provision of services with products (goods).

Retail services are characterized by a high level of interaction between the seller and the buyer. This includes activities of the seller aimed at meeting the needs of the buyer (providing goods in the required quantity and quality, creating favourable conditions in the sales area) not only during the purchase service process but also before direct contact with the buyer.

The constant development and renewal of the retail trade network, and the improvement of its structure, require the rational placement of trade enterprises. They

should be located as close as possible to the population, ensuring high efficiency of capital investments.

Conclusions

The development of transformational processes in retail trade soon requires the implementation of the following measures:

- automatization of requests for the delivery of goods from the central warehouse to all large shopping complexes with centralized warehouses based on digital technologies;
- increase in sales volume as a result of the advertising campaign for each product type, as well as the formation of a similar database for product groups and separate departments of the store;
- reducing costs of distribution of goods based on the optimization of the placement of a rapidly changing assortment of goods in retail stores;
- providing management functions in a professional marketing environment with qualified managers;
- organising an automated barcode reading system and a direct effectiveness analysis system.

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