

## WAYS TO IMPROVE THE QUALITY OF TRADE SERVICES IN THE CONDITIONS OF INNOVATION DEVELOPMENT OF THE ECONOMY

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### Abstract

This article discusses the role and importance of trading services, the quality of trading services and the culture of trading. The analysis of indicators of the quality of trading services of supermarket in Samarkand was carried out and recommendations were made to improve the trading services.

жизни женщин, которых коснулась глобализация.

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**Introduction.** Relevant tasks for the rapid development of the services sector in Uzbekistan, increasing the role and share of services in the formation of the gross domestic product, radical transformation of the composition of the services provided, first of all, at the expense of their modern high-tech types were carried out by the president of the Republic of Uzbekistan Sh.M.Mirziyoev's Decree No. 4947 of February 7, 2017 [1] defined the third line of action strategy entitled "priorities for the development and liberalization of the economy". In order to realize the tasks set out in these legal regulatory documents, the study of existing problems in the field of services and their solution give positive results. In particular, the volume of services provided in 2017 was 116,795. 7 mlrd.so ' m, an increase of 10.7 percent[2] over 2016.

In the process of radical reform of the national economy in Uzbekistan, one of the priorities of social policy is to increase the competitiveness of service enterprises, organize modern trade services in the timely supply and sale of quality goods to consumers, and effectively use these service opportunities. The largest share in the structure of services corresponds to the contribution of trade services 27.4 percent (30.3 percent after transport services) [3].

Currently, facilities for the provision of commercial services to the population "... becoming part

of the landscape of our free and prosperous country, a mirror of our peaceful and prosperous life. We all know well that we have to do a lot in this regard at the moment. ... increasing the culture of Service and trade is the most pressing issue. In this, we should pay special attention to the development of the modern system of hypermarkets, taking into account the experience of particularly developed countries" [4].

For this reason, today, it is extremely important to ensure the competitiveness of trade enterprises by improving the quality of trade service. The issues of using marketing principles in ensuring the competitiveness of trade enterprises, the development of advertising activities, as well as ensuring their financial stability are relevant.

**Analysis of thematic literature.** D. issues of increasing the culture of customer service through the development of e-commerce in retail enterprises. Ferni [5], V. issues of increasing trade service by managing the assortment of goods. Snigereva [6], S. Main and additional sales services provided to buyers in the process of selling goods. Sisoeva [7] has covered in detail in her scientific work. B. to the problems of the trade sector in the years of independence in our republic. Abdukarimov [8], A. Soliev [9], E. S. Fayziev [10], F. B. Abdukarimov [11], O. M. Pardaev [12] s can be cited scientific research.

B. Abdukarimov broadly refers to the concept of "trade service", stating that "trade is a particular type of service that serves producers on the one hand, serves consumers on the other, the state on the third, and on the fourth it also serves other sectors and sectors of the economy, using them as consumers of their services and interacting with them".

A. Soliev described that "improving the quality of the sales service also requires helping buyers in the selection of goods by advising buyers, displaying samples of goods in motion, developing various forms of advertising and information." E. S. Fayziev noted that "sales service is the result of the mutual movement of the seller and the buyer and the seller's activity aimed at meeting the needs of buyers."

F. B. Abdukarimov argued that one of the main tasks of trade was to serve consumers and a separate service sector that provided the life of the population. O. M. Pardaev defined "the service of the sale of products as the relationship of the goods (goods) to the services provided in the process of ensuring the change of ownership (ownership of property) in exchange for money or other equivalent wealth from one person to another".

The theoretical foundations of the trade sector were mainly studied by scientists, and the analysis of the indicators of the quality of trade service in retail enterprises and the possibilities of increasing trade Service were not studied. Research methodology in the research process, statistical analysis, synthesis, expert assessment, questionnaire survey, induction and deduction methods were used.

**Analysis and results.** The most effective type of sales services is retail, the development of which greatly contributes to the development of future development programs of production enterprises. The increase in the volume of production of consumer goods in Uzbekistan as a result of the increase in the income of the population, the increase in the well-being and quality of life, the increase in the needs of the population for various (assortment) and quality goods, and the conditions created by our government for our entrepreneurs are leading to an increase in the volume of retail trade turnover.

Trading service is the direct service that a person directs to a person. It is a factor that ensures the movement of material goods (goods) from one place to another and indirectly affects consumers.

Trade services have cultural-spiritual power. It acts directly on a person. Because, it belongs directly to a person: politeness, comfort, presentability to proposals and requests, etc. The quality of the trading service is not the result of the service, but its factor. It describes the process of customer service and is one of the factors that increase the efficiency of the activities of trading enterprises.

For this reason, the quality of the sales service is one of the problems that keep the imagination busy, not only of buyers, but also of sellers, and that always annoys them. The demand for the quality of services will not be a constant absolute.

The material well-being as well as the cultural level of the population, especially people of the middle class, is growing. In such conditions, their demand for the purchase of quality goods and quality trading services will also increase. Also, quality trading service is an important anti-competitive tool. In a competitive environment, it is of great importance to provide customers with quality sales service. Because, the effective activity of any trading enterprise – trading in quality goods and, accordingly, the high-quality of trading services.

The quality of the trade service is influenced not only by the above, but also by the level of production of consumer goods in the country and the presence of a sufficient number of goods to satisfy consumer demand. This is manifested in the quantity and quality of goods in the country, the conditions of their purchase, the time spent by buyers and the quality of service, the culture of Service. It should be noted that the majority of the population understands the quality of trade service only the time spent on the purchase of goods and the conditions created in the store for this purchase. In our opinion, the quality of the trading service is not limited to these. It depends on several other aspects related to the satisfaction of the population's need for consumer goods, including the presence of favorable conditions for the population to choose it when buying one or another good, the professionalism of sales personnel and their knowledge of the psyche of buyers.

Today, Uzbekistan has every opportunity to organize and implement a sales service, which is provided to buyers, just like in developed countries. Most supermarkets located in the cities of our country have established a sales service, which is available in overseas supermarkets:

- special parking spaces are available for customer cars;
- separate grounds are set up for young children;
- there are facilities for recreation to customers, cafe-bars for dining, aptecas, vending machines for "paynet services";
- regular holding of various promotions and discounts;
- offer customers specific, additional and basic free services after the purchase of goods;
- promotion of goods through magazines (Business)and televisions (Sports Market show), etc.

The quality of sales service to the population includes, in principle, 3 structural components:

- ❖ quality of goods and services;
- ❖ assortment variety;
- ❖ of goods and services;
- ❖ provision of Service services to buyers, that is, the provision of additional services around the main service (sale of goods).

So, the concept of "quality of sales service" to buyers characterizes the quality of work of trading enterprises. It includes not only the quality of goods and their variety, but also the productivity of the trade and technological process, the quality of labor activity of trade workers, the created conditions at the place where the trade service is provided. The concept of quality of trading service is inextricably linked with the concept of "trading culture". Trade culture is a broad concept. All-round care of the buyer is his basis. Trade culture is the ability of an industry that can meet consumer demand, fully following the interests of society.

**Conclusions and suggestions** it should be noted that the lack of professional skills of employees of a trading enterprise, the slowness of calculations for the goods selected by buyers, the increase in the number of queue waiters negatively affects the sales culture at the enterprise. Some buyers say that there is no desire to enter the supermarket, due to the fact that they have been stuck near the cash register for a long time.

When working at the box office, some clerks scored maximum points and were deemed skilled, while some allowed certain (such as poor accounting or neglect in calculating the price of goods) flaws in the process of working at the box office. It should be noted that, although there is a difference between the activities of cashiers, they accurately perform calculations for the goods being purchased and return the return to buyers on time. The salesmen and clerks have almost no flaws in appearance, with all employees wearing the same firm uniforms with a "beydzhik" on their chest inscribed with their name, profession, and wearing a cap on their heads. Because of a violation of the order in wearing clothes, they are severely punished.

One of the most pressing problems is the study of consumer demand when raising the quality of the sales service. In solving this problem, it is important that the enterprises producing the goods cooperate with trade enterprises. This problem can be solved if the production of this or that commodity is established under the order of trade enterprises (bilateral agreement).

To do this, it will be necessary for commercial enterprises to submit their orders for several years to manufacturing enterprises, taking into account the number, gender, age, profession, race, income and other indicators of the population residing in the territory they serve. Today there are various goods in consumer markets. However, it cannot be said that all of them will be able to meet consumer demand. Each consumer has his own taste, his demand for the quality of the goods. It is for these reasons that cases of non-sale of certain goods are observed.

Goods that have expired are not sold at all. Also, instead of seasonal goods that were not sold in time, the advent of new goods in the following season also leads to the spiritual obsolescence of the goods that had been unsold in the previous season. Such cases, of course, are contrary to both the interests of the trading enterprise and the interests of society. At the moment, it is necessary to produce goods that are specific and acceptable to each consumer. An increase in the standard of living of the population leads to an individualization of the demand for consumer goods.

The quality satisfaction of consumer tastes and their demand has its impact on improving the quality performance of the sales process. Today, there is an opportunity to buy goods from home through Internet networks. However, the inability of some consumers to connect to the internet at a high-quality speed, the lack of access to the Internet of residents living in rural areas, is an obstacle in the widespread popularity of trade in this form. In addition, the fact that the services for the delivery of goods to addresses are also not well developed can cause certain goods to cease to be sold.

The production of a quality and affordable national product reduces the need for the purchase of imported goods. This, in turn, will save the outflow of currency from our country and create conditions for increasing the volume of national product exports. Failure to study the needs of consumers negatively affects the process of buying and selling and their financial condition, which occurs between manufacturing enterprises and trade enterprises.

Before producing goods based on the requirements of today's times, taking into account the above, it is necessary that each entrepreneur thinks well about what to produce in advance and produce it, feeling the level of demand for his goods in the future. For this reason, the study of which goods the

population of the country has the greatest need for remains relevant. When solving this problem, it is necessary that every entrepreneur has the necessary information. To do this, responsible organizations that form information sources should be active, including the State Statistical Committee of the Republic of Uzbekistan, its on-site departments and units. Also, in our opinion, it is advisable to form special structures that study market conjuncture and present its results to interested entities (on a commercial basis).

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