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DIGITAL AND INNOVATIVE DEVELOPMENT OF THE RETAIL SERVICES MARKET

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Abstract

The article discusses measures for the innovative development of the retail services market in the republic and a comprehensive solution to the problem of their socio-economic development.

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Introduction. Specific measures aimed at the development of innovation in retail trade imply the development of human potential in combination with the availability of goods and their quality, high rates of sustainable economic growth, which is considered a prerequisite for a sustainable solution of socio-economic problems. It follows that the search for clear and scientifically based priorities for the development of innovation in trade should be on the plane of improvement of retail services of the economy, which, according to their functional goals, are most closely associated with a particular person as a member of society.

The market of retail services, all activities are aimed at meeting the needs of a person and society with a variety of commercial services, and on the results of the development of innovation, which directly affects the level and quality of sales services to the population.

Further development of the market of retail services in the Republic of Uzbekistan is primarily associated with the innovation activities of its economic entities, that is, retail enterprises. Therefore, in the context of market relations and fierce competition, retailers are faced with an important task - the transition to the path of innovation of development.

World experience shows that the development of innovation at all levels of the economic system (at the level of enterprises, industries, territorial entities, countries) significantly depends on the level of its potential. The high level of innovation potential of retail enterprises is a pledge of the industry to move towards innovation development. In the new conditions, the main task of innovations in the field of retail services is to ensure the high quality of the implementation of the processes of purchase and sale and distribution of trade services and trade activities in general.

It is very important to introduce new technologies that allow more efficient use of buildings, retail space and equipment, technical means, information and communication technologies, software products, as well as create the necessary conditions for increasing labor productivity, reducing costs and increasing the efficiency of retail enterprises in general.

Analysis of thematic literature. The concept of developing the retail services market is closely related to the social and economic changes taking place in the Republic.

D. A. Karx believes that "trading services are the use values of trade labor that have the beneficial effect of changing the forms of value."¹

Aleksandrov Y. L.- considers the sales service to be the distribution service in the purchase in the sales process.

This is equivalent to the distribution of goods in a circular system. Some scientists equate the sales services industry with the service of the end customer when making purchases. Belyavsky I. K. "the sale of services is the process of providing services for money, which is carried out in

¹ Карх Д.А. Социальная и экономическая эффективность услуг розничной торговли: монография / Д.А. Карх - Екатеринбург: Издательство АМБ, 2010. - 214 с.

specialized enterprises and institutions, as well as in the home of the consumer and consists of actions aimed at meeting the relevant needs of the population.²

In our opinion, retail services are the process of intermediary activities between manufacturers and consumers to provide a variety of services.

Today, many researchers interpret trading services as the main function of trading. Shun T. I. Nikolaeva said that "an indispensable feature of retail sales is the provision of services."³

Research qualitative methodology literary studies comparative analysis, logic and compositional analysis definition, grouping and analogy analysis, economic and statistical analysis and development of the basics of foiled.

Analysis and results. It interacts with the trade, production and consumer sectors and is itself a consumer of banktransport, customs insurance, utilities and other services. As market relations develop, retailers need to scientifically classify the services offered. A study of economic literature has shown that there is still no general opinion in solving the problem of classifying services in retail.

The classification of retail services is very diverse, requiring a scientifically based classification of services in order to take into account, plan, manage, determine the location, time and cost of services.

We have developed a classification of retail services on the side (Figure 1).

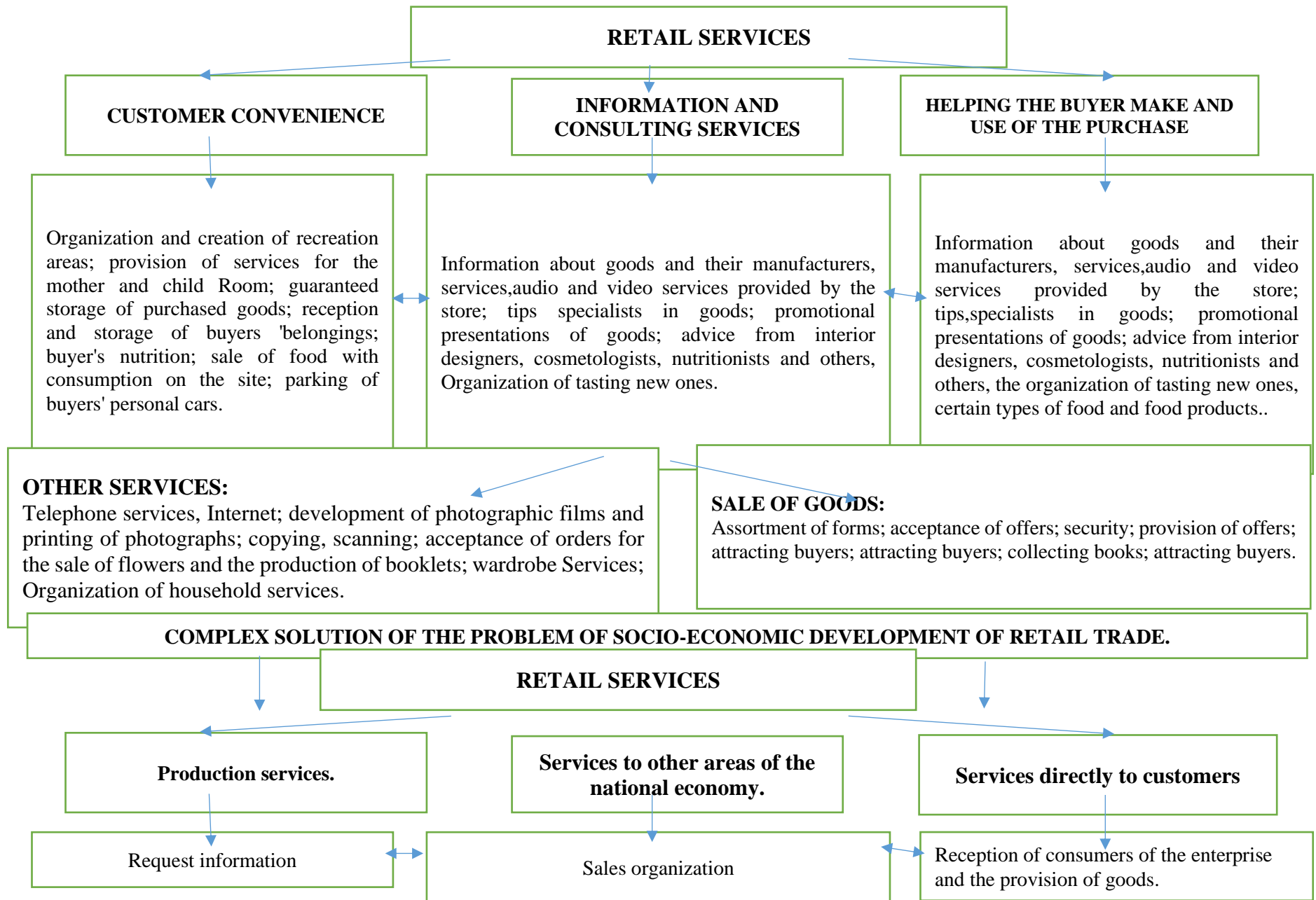
At the same time, three aspects of retail services can also be considered:

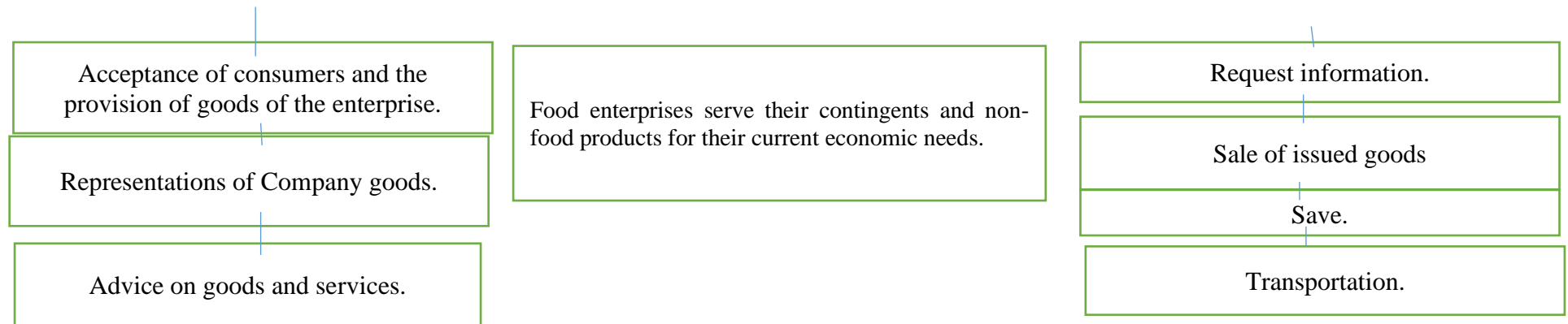
- 1) services to the consumer, which are offered directly to the buyer during the purchase of goods;
- 2) services to manufacturing enterprises, wholesale enterprises, intermediary distribution offices, suppliers of other goods;
- 3) services that contribute to the development of the area.

The proposed classification of Retail Services allows you to significantly evaluate retail services in accordance with the features shown in Figure 2.

² Белявского И.К., Статистика рынка товаров и услуг / Под ред. И. К. Белявский, Г. Д. Кулагина, А. В. Коротков, А. А. Романов, Л. А. Данченко, А. Ю. Шевцов - М.: «Финансы и статистика», 1992. - 229с

³ Николаева Т.И., Егорова Н.Р. Потребительский рынок и торговля: проблемы развития и регулирования. Екатеринбург: изд-во/ Т.И. Николаева.- Урал.гос. ун-та, 1998.-С. 158.





2 picture. Retail services on expediency.

It is worth noting that trading services can also be divided into three main groups for their intended purposes:

Thus, the signs of the classification of trade services provided to consumers are the following: a sign of the participation of the economic activity of the national economy through their purchase and Sale, social and economic importance, place and time of providing services, cases of sale of services and frequency of providing services.

In our opinion, with the development of a market economy, the content of services acquires a broader meaning, the social aspect increases, that is, greater importance is attached to the satisfaction of consumer needs.

Basically, retail services are designed to meet the needs and demands of consumers.

During the meeting, the sides expressed satisfaction with the development of cooperation between Tajikistan and China.

Retail trade orkali rodiladigan served Hajmi and darjasi morgozlarning in darjasi and uning Modi aboundlugin tochnolaidi.

During the meeting, the parties discussed issues related to trade, trade, trade, trade, trade, trade, trade, business activity, industry independent of belgilaidigan.

With the transition to market relations, the manufacturer's strategy changes: if " how to sell?"formerly raised. at the moment, the question is " what to produce for sale?".

Today, retail services are an integral part.It constitutes one of the elements of the modern market economy and one of the most dynamically developing sectors of the domestic economy. The share of retail trade in the country's economy is developing rapidly and steadily from year to year. This is in the first place:

- rapid growth of scientific and technical progress;
- increased competition and globalization;
- customer service culture;
- requirements for assortment, quality and availability
- increase in the share of products offered, modern sales formats;
- factors of economic development of the state and its growth
- source of competitiveness and mass employment;
- welfare level of the population;
- Population (population;
- the district has a population density of;
- availability and value of financial resources;

- the level of solvency of the population.

These factors determine the level of effective demand volume and supply creation costs in the retail sector, which determines the acceptability of the sector's investments and, consequently, its rapid growth.

Thus, it can be argued that in recent years there has been a trend in the development of the country's retail trade. Currently, retail performs economic and social functions that support the high standard of living of the country's population.

The study of the factors affecting the innovation development of the retail services market should take into account not only the constancy, periodicity or periodicity of their impact, but also, in particular, other classification characteristics that allow:

- determination of the influence of quality and quantitative factors on the activities of retail enterprises and in-depth analysis of the consequences of the influence of groups of factors on the activities of retail enterprises;
- develop measures that will allow you to use positive and reduce the negative consequences of these factors.

The results of the considered factors allow and influence the determination of the performance of the retail services market:

- current state of the retail services market;
- determination of the nature and method of impact on the retail services market and its quantity;
- regularity of the development of promising innovation of the retail services market.

Conclusion. The development of innovation in retail trade is understood as the effective use of modern technologies, services, organizational and socio-economic decisions associated with the production process. It is worth noting that in retail, the following components can be used to improve the innovation process:

- A) Creativity;
- B) Strategy;
- C) Implementation;
- D) Profitability.

Retail services as an important segment of the national economy are associated with the development of globalization processes, which form the necessary conditions for innovation development. An important role in the development of retail services is played by information and communication Communications, which create the necessary conditions for changing the role of

commercial services from an intermediary to an independent participant in operas.

At the same time, it can be implemented by increasing the competitiveness of the retail services market, we consider this market as the main condition for the development of innovation.

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