



## **TERRITORIAL FEATURES OF THE DEVELOPMENT OF THE SERVICE SECTOR IN THE CONDITIONS OF INNOVATIVE DEVELOPMENT OF THE ECONOMY**

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<b>Received:</b> 22 <sup>nd</sup> March 2023 <b>Accepted:</b> 23 <sup>rd</sup> April 2023 <b>Published:</b> 24 <sup>th</sup> May 2023	The article covers such concepts as sales service, sales service quality, and sales culture. It analyzed the indicators of the quality of sales service provided to customers at the "Korzinka.uz" supermarket in cities and made recommendations for their improvement.
<b>Keywords:</b> retail trade, trade culture, trade service quality, trade service, trade service.	

### **INTRODUCTION**

Relevant tasks for the rapid development of the service sector in Uzbekistan, increasing the role and share of services in the formation of the gross domestic product, fundamentally changing the composition of the provided services, first of all, at the expense of modern high-tech types, according to the President of the Republic of Uzbekistan Sh.M. Mirziyoev of February 7, 2017 PF-4947- It is defined in the third direction of the Strategy of Actions entitled "Priority directions of economic development and liberalization" approved by Decree No. [1].

### **MATERIALS AND METHODS**

Nowadays, facilities for providing commercial services to the population "... are becoming a part of the scenery of our free and prosperous country, a mirror of our peaceful and prosperous life. We all know we have a lot of work to do at this point. ... improvement of service and trade culture is the most urgent issue. In this regard, we should pay special attention to the development of the modern hypermarket system, taking into account the experience of developed countries" [4].

D.Ferni [5] discussed the issues of improving the culture of customer service through the development of e-commerce in retail enterprises, V.Snigereva [6] discussed the issues of increasing the sales service by

managing the assortment of goods, S.Sysoeva [7] covered in detail in their scientific works.

B. Abdukarimov [8], A. Soliev, E.S. Fayziev, F.B. Abdukarimov, O.M. Pardaev scientific research on the problems of trade in our republic during the years of independence possible

B. Abdukarimov defined the concept of "trade service" in a broad sense, "trade is a special type of service that serves producers on the one hand, consumers on the other hand, and the State on the third hand, and fourthly, it also provides services to other economic sectors and sectors, the consumer of whose services uses and communicates with them.

### **RESULTS AND DISCUSSION**

The most effective type of trade services is retail trade, the development of which will greatly help the development of future development programs of manufacturing enterprises.

In Uzbekistan, the increase in the income of the population, the increase in the quality of life, the increase in the needs of the population for various (assortment) and quality goods, and the increase in the production of consumer goods as a result of the conditions created by our government for our entrepreneurs, lead to an increase in the volume of retail trade turnover (1- table).



**Table 1. Volumes of providing retail services to the population in Uzbekistan**

Indicators	Ўлчов бирлиги	Years			The ratio of 2022 to 2021, in percent
		2020 year	2021 year	2022 year	
Retail trade turnover	billion soums	71184,1	88071,6	105229,9	147,8
Retail turnover per capita	thousand soums	2274,3	2765,4	3249,1	142,8

The data of Table 1 shows that in 2020-2022, the retail trade turnover in the country increased by almost 1.5 times. The turnover of retail trade per capita increased by 1.4 times in the period under study.

The quality of sales service is not the result of service, but its factor. It describes the process of customer service and is one of the factors that increase the efficiency of trading enterprises.

For this reason, the quality of sales service is one of the problems that occupy the mind of not only buyers, but also sellers, and they are constantly disturbed and worried.

The demand for the quality of services will not be absolute. The material well-being and cultural level of the population, especially the middle-class people, is growing. In such conditions, their demand for purchasing quality goods and quality trade services will increase.

Also, quality sales service is an important tool against competition. In the competitive environment, it is important to provide quality sales service to customers. Because the effective operation of any commercial enterprise

- trading with quality goods and, accordingly, depends on the high quality of trading services.

The quality of trade service affects not only the above mentioned, but also the level of production of consumer goods in the country and the availability of goods in sufficient quantity to satisfy consumer demand. This is reflected in the quantity and quality of goods in the country, the conditions of their purchase, time spent by customers and the quality of service, service culture.

It should be noted that the majority of the population understands the quality of sales service only by the time spent on the purchase of goods and the conditions created in the store for this purchase. In our opinion, the quality of sales service is not limited to these. It depends on a number of other aspects

related to satisfying the needs of the population for consumer goods, including the availability of favorable conditions for the population to choose this or that commodity when purchasing it, the professional skills of the sales staff and their knowledge of the customer mentality.

Today, Uzbekistan, like in developed countries, has all the opportunities to organize and implement trade services for customers.

In most supermarkets located in the cities of our country, the sales service available in foreign supermarkets has been established:

- there are special parking spaces for customers' cars;
- separate playgrounds for young children;
- there are facilities for customers to relax, cafe-bars for eating, pharmacies, vending machines for "paynet services";
- regular holding of various promotions and discounts;
- offering specific, additional and basic free services to buyers after purchasing goods;
- advertising of goods through magazines (Business) and television (Sport Market show) etc.

The quality of the provision of commercial services to the population mainly includes 3 structural components:

- quality of goods and services;
- assortment (variety) of goods and services;
- provision of service services to customers, i.e. provision of additional services around the main service (sale of goods).

## CONCLUSION

Today, there are various goods in the consumer markets. However, it cannot be said that all of them can satisfy consumer demand. Each consumer has his own taste and demand for product quality. It is for these reasons that some goods are not sold. Expired goods will not be sold at all. Also, the appearance of new goods in the next season, instead of the seasonal goods that were not sold in time, also leads to the



moral obsolescence of the goods that were not sold in the previous season. Naturally, such situations are against both the interest of the commercial enterprise and the interest of the society.

Currently, it is necessary to produce goods that are unique and desirable to each consumer. The increase in the standard of living of the population leads to the individualization of the demand for consumer goods.

Satisfying consumers' tastes and their demands with quality has an effect on increasing the quality indicator of the sales process.

Today, it is possible to buy goods from home through the Internet. However, the inability of some consumers to connect to the Internet at a high-quality speed, the lack of access to the Internet for people living in rural areas, is an obstacle to the widespread popularity of this form of trade. In addition, due to the lack of development of delivery services, some goods may not be sold.

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