

Issues of Improving Marketing Services In Agribusiness Enterprises

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Abstract

The need to comprehensively use the whole system of generalizing and individual The article is devoted to the issues of improving marketing services in agribusiness enterprises, and it reveals the purpose and tasks of marketing services in agribusiness enterprises. Indicators evaluating the effectiveness of marketing services in agribusiness enterprises and their calculation procedure are explained. In addition, in order to increase the efficiency of agribusiness enterprises, scientifically based proposals and practical recommendations were developed for the further improvement of the field of marketing services for agricultural enterprises.

Keywords- *Marketing, service, agriculture. agribusiness, enterprise, efficiency.*

INTRODUCTION

The conditions of diversification of the republic's economy create the need to increase and develop entities that help farmers to organize the production process and effectively operate, and provide them with various marketing services, in order to ensure the systematic and continuous development of the agrarian sector.

Effective marketing of agricultural products is a very important issue. For this purpose, it is necessary to create a single database of information on the volume and quantity of products grown on farms. In particular, development of the marketing service and service system, which is one of the important areas that determine the future development of agriculture, which is one of the main real sectors of our country, in accordance with the requirements of market relations, and increasing the efficiency of the set of services provided to agribusiness entities are being solved as priority tasks.

This, in turn, requires the introduction of a marketing service and service system among multi-branch farms that currently meet the requirements of the basic market economy. The

marketing service organized by farmers and peasant farms, recognized as economic entities, creates ample opportunities to increase the volume of production of cheap and high-quality products in agriculture and to increase efficiency. After all, as market relations are developed and implemented, based on the needs of production entities, it is natural to demand to improve the quality and efficiency of service services.

Based on the above strategic goals and tasks, first of all, from an epistemological point of view, that is, within the framework of the theory of knowledge, the dialectical foundations of the term "service", in particular, the scientific and theoretical aspects of its essence, aspects and directions of formation, features, place and importance special attention was paid to research.

In our opinion, the term "service" refers to the activity of people, which occurs in production and non-production entities, is aimed at satisfying their consumption needs and represents a set of actions aimed at obtaining income. Service is a concept that represents a set of various services that are provided in order to meet the consumer demands of people in production and non-production sectors and entities based on modern techniques and technologies.

Therefore, service and service are closely related to each other and consist of a set of activities aimed at specific goals that occur in society and life in order to satisfy people's consumption needs. However, it should be noted at this point that any activity aimed at providing people's consumption needs is carried out in most cases within the system and framework of economic entities.

Marketing services include the rental of goods, the replacement or repair of goods owned by consumers, and personal services, in short, service. It includes all the help and advice given before receiving the order, that is, during the sale and after-sale service.

The conditions of liberalization and modernization of the republic's economy create the need to increase and develop entities that support the organization of the production process and efficient operation of agribusiness enterprises and provide them with various services in order to ensure the systematic and continuous development of the agrarian sector. In this matter, the President of our republic, Sh.M. Mirziyoev, said, "It is necessary to expand the assistance provided to farmers in mechanization services, to provide them with mineral fertilizers, quality seeds and small technologies, to improve the provision of relevant information services, and to resolve issues related to leasing services" and especially, who noted that "the sharp growth of the services sector this year... shows that there are still great opportunities for further expansion of this sector in rural areas."

In addition, the institutional basis of the formation of the market of service services remains imperfect, the mechanism of interest of service enterprises in the final result of product production in agricultural enterprises has not been created, the real demand for them in separate areas has not been sufficiently studied, and especially considering the processes of diversification and modernization in the development of service services based on market requirements not received.

In our opinion, the existence of such a situation is due to the lack of a scientifically based methodology for solving the highlighted problems, as well as the lack of development of a unified strategy for the gradual development of the system of providing services to agricultural enterprises with different forms of ownership in accordance with market relations. demands to go.

Methods. Depending on the tasks to be solved in the article, research methods were used that correspond to the specific characteristics of the studied issues: abstract-logical, economic-statistical, monographic, balance, calculation-constructive and economic analysis methods - observation, grouping, generalization.

Results. The above-mentioned classifications are important in ensuring the effectiveness of the marketing service sector in agribusiness. However, reforms aimed at increasing the importance of services in the economic policy of our country require further development of these service sectors. For example, as a type of service, trade houses, organizations, fairs, have a positive effect on the sale of food and non-food products, as well as on the effective operation of their producers. However, as a special commodity, services require specific requirements to be met by those who provide them.

As a confirmation of this opinion, the place and role of fairs can be cited as an example. In recent times, their role as a trade-mediation structural structure of the service sector is somewhat decreasing in the world experience. It is necessary to collect and process information about the state of this market about the producers and service consumers in the structure of the service market.

It was also found that construction services (7.4 %) and information services (1.3 %) in the structure of total services during the analyzed period have a tendency to decrease.

Another organizational mechanism for increasing the efficiency of marketing service enterprises is an information system that serves the industry. This system includes: advertising agencies, marketing service centers, permanent or traveling exhibitions, information media and electronic communication systems, etc.

In our opinion, further development of information provision in the field of services provides an opportunity to justify the perspective of the population's ability to pay for services, to assess the growth dynamics of this sector, to improve the quality and efficiency of the services provided.

Analyses. Social infrastructure is constantly developing objectively based on the requirements of the market economy. The need to provide employment to the rural population encourages the emergence of new types of marketing services in rural areas and vice versa. A lot of work is being done in this regard.

In our country, great importance is attached to the development of the marketing and service industry in rural areas. In particular, the development of rural infrastructure facilities is one of the urgent tasks of today. In 2017-2022, the state of development of infrastructure facilities in rural areas of the Republic of Uzbekistan is presented in Table 1.

Table 1

State of development of service infrastructure facilities in rural areas of Uzbekistan¹

Service infrastructure facilities	2017	2018	2019	2020	2021	2022
MMTP	1562	1779	1777	1757	1720	1681
Branches selling mineral fertilizers	1051	891	928	935	917	921
Subsidiaries of sales of YMMs	1110	1340	1373	1389	1377	1366
Branches for sale of agricultural products	851	443	424	424	424	420
Points providing zooveterinary services	317	295	300	300	301	3018
Branches of transportation services	77	82	82	82	82	85

¹Stat.uz-Ўз. Рес. Давлат Статистика қўмитаси расмий сайти маълумотлари

It can be seen from the table that in 2017-2022, the number of infrastructure facilities providing marketing services in rural areas of the Republic of Uzbekistan increased.

Such activities include the provision of services to farms based on the establishment of necessary infrastructures, in particular, consulting centers².

The provision of consulting services in agriculture also developed rapidly (Fig. 1).

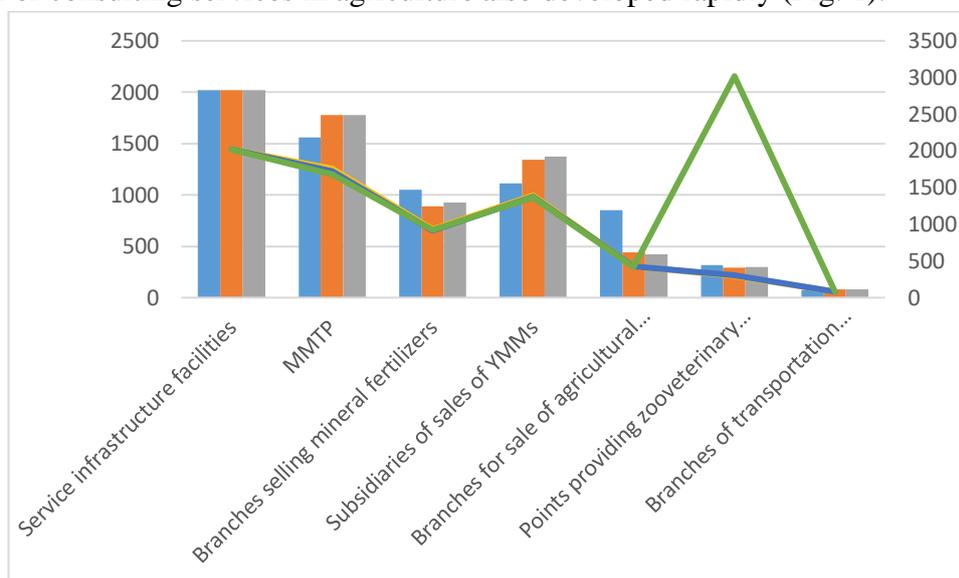


Figure 1. Dynamics of changes in the number of branches of service enterprises in the Republic of Uzbekistan, 2014-2022³

Currently, it is necessary to fundamentally revise the regional programs for the development of the marketing service sector and develop additional measures for their rapid development in rural areas as an important factor in the employment of the population, especially the youth, and the improvement of the standard of living in the village. He demands the creation of necessary conditions for expanding the types of services provided in rural areas.

The main goal of the marketing service system for agricultural enterprises is to provide managers of farmers and peasant farms and all other business entities in the agrarian sector with an objective opinion in making decisions in organizational, economic, financial, agro-technological and other directions related to the organization, operation and management of economic activities and determining their prospects. It consists of informing and conveying a set of information based on rules, systems, classifications and principles in order to help them to form imagination, views and ideas, to make rational and correct decisions.

The increase in the scope of such services, the increase in their size, and the expansion of the scope of their coverage indicate that a service system has been formed in the agrarian sector, including agriculture, and that they are developing based on market requirements.

An important organizational link that provides information provision of service enterprises is advertising activity. Its importance for this industry is the dissemination of information about services to the public in various forms, at the same time, advertising is not only a source of

²Мухторов А.Х. “Қишлоқ хўжалигида ахборот консалтинг хизмати кўрсатишни ташкил этиш”. Амалий қўлланма-Тошкент. Адабиёт учқунлари, 2016 йил, 6-бет

³ Stat.uz-Ўз. Рес. Давлат Статистика қўмитаси расмий сайти маълумотлари асосида муаллиф томонидан тузилган

information, but it is an important organizational mechanism that stimulates new needs for services and the ability of the population to pay.

The purpose of providing services to agricultural enterprises is to find solutions to the problems of customers and to give advice in this regard.

In the conditions of economic liberalization and modernization, the widespread introduction of market mechanisms requires a new approach to the issue of determining their effectiveness. From this point of view, it is appropriate to acknowledge the remarkable studies conducted by a number of economists on the issue of evaluating service services. They have conducted independent research to determine the effectiveness of specific types of services and obtained unique important results. However, due to the lack of comprehensive studies, within the framework of this research, the indicators for evaluating the effectiveness of service services were brought to a single system (Table 2).

Table 2

The order of calculation of the indicators evaluating the efficiency of services in agribusiness⁴

№	Indicators	Ҳисоблаш тартиби	Изоҳ
1.	Resource utilization rate	$K_{pc} = \frac{\sum ACX}{P_i}$	$\sum ACX$ - the amount of i-service services provided. P_i - i type of resource (number of employees, equipment, land area, etc.)
2.	Use of time	$K_t = \frac{\sum ACX}{\sum T}$	$\sum T$ – i time spent on the type of service (work/day, number of people, etc.)
3.	coefficient	$K_{acx} = \frac{\sum ACX}{M_i}$	M_i - i product quantity (number, value, size, etc.)
4.	Service service scale factor	$CAX = \frac{\sum D}{\sum X}$	$\sum D$ - total revenue from service services; $\sum X$ - total costs for services
		$\Delta M = (M_{ACX} - M)$	M_{ACX} - product scope after service M_i - product range before service Δ_m – Additional value created in exchange for showing the ASX
5.	Service service	$D_{acx} = \frac{\sum ACX_i}{\sum X_i} * 100$	$\sum ACX_i$ - i the cost of service. $\sum X_i$ - i the total cost for the type of service
6.	rendering efficiency	$K_{инв} = \frac{\sum ИНВ_i}{\sum ACX}$	$\sum ИНВ_i$ - total attracted investment (soums). $\sum ACX$ - total amount of services (soums)
7.	Service services	$R_x = \frac{\sum F}{\sum X} * 100$	$\sum F$ - the total net profit received for the provision of the service

⁴ Қудратов Ғ.Х., Мирзаев Қ.Ж Қўп тармоқли фермер хўжаликларда иқтисодий муносабатлар ва сервис хизматларини ривожлантириш йўналишлари. Монография. -Тошкент: Iqtisod-moliya, 2012. - 144 б.

In our opinion, it can be considered correct from the point of view of a scientific approach to evaluate the effectiveness of marketing services taking into account their contribution to the production of agricultural products.

After all, the results of the assessment should realistically reflect the extent to which agricultural enterprises achieve economic efficiency as a result of the work and services performed by the service enterprises.

One of the main conditions for the organization of service and marketing services of agribusiness enterprises is the location and development of the objects of this system in close proximity to the producers of agricultural products and creating favorable conditions for using their services. In turn, insufficient attention is paid to this issue, in turn, it is a serious obstacle to solving the problems of timely, cheap and high-quality performance in the conditions of increased demand for services.

The provision of marketing services, on the one hand, organizes the highly efficient operation of agricultural entities and increases the level of profitability of financial economic activities, and on the other hand, develops as one of the sources of employment for the growing rural population. should, (Fig. 1).

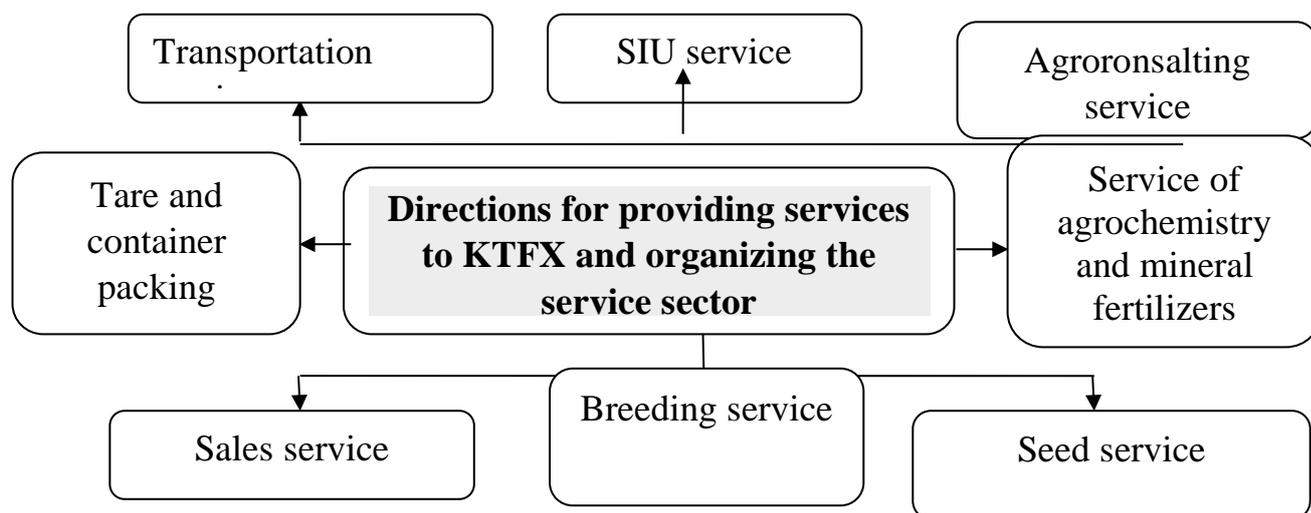


Figure 1. Services to agribusiness enterprises and directions of service sector organization ⁵

Бу муносабатлар хизматни истеъмол килувчилар билан сервис хизматини амалга оширувчилар ўртасида товарлар (маҳсулотлар, хизматлар), пул, меҳнат ресурслари, ахборотлар ҳаракатини таъминлашда вужудга келадиган муносабатлар бўлиб, қишлоқ хўжалигининг иқтисодийнинг бошқа тармоқлари билан мутаносиб фаолият юритиши ва барқарор ривожланишининг муҳим шarti ҳисобланади.

(average for 2020-2022) were used as a basis for comparison (Table 3).

⁵Муаллиф томонидан тизимлаштирилган

Table 3

**Service services in agribusiness enterprises
efficiency calculation ⁶**

№	Кўрсаткичлар	2010-2012 years	2020-2022 years	2020-2022 in % compared to 2010-2012
		Until the activity of service entities is systematically formed	Service subjects on the basis of systematic activity	
1.	Cultivation of the product:			
	-cotton, thousand tons	3288,3	3409,7	103,7
	- grain, thousand tons	3608,0	6739,9	186,8
2.	Productivity:			
	-cotton, ts/ha	22,9	24,9	108,7
	-don, ts/ha	28,1	44,4	158,0
3.	Labor cost per product unit, person/hour			
	- cotton	72,7	70,3	96,7
	grain	13,9	9,4	67,6
4.	Profit (+), loss (-), corresponding to the account of the product unit, soums:			
	- cotton	-1098,6	+43414,5	+44513,1
	grain	+47,2	+43324,4	+43277,2

These relations are the relations between the consumers of the service and the providers of the service, which are created to ensure the movement of goods (products, services), money, labor resources, and information.

Consequently, the development of the system of providing agricultural services and supplying material and technical resources should be carried out on the basis of the phase-by-stage transfer of this system to the market. Based on the research results, the periods covered by these stages and their most important directions and tasks were substantiated from a scientific and practical point of view.

However, it should be emphasized here that the assessment of the importance of the implementation of the directions and tasks based on the next stages is closely related to the scientific and practical determination of the effectiveness of the services provided to agricultural entities. Because it is important to study these two tasks in terms of their influence on each other. For this purpose, the effect of the provided services on the production efficiency of agricultural products (in this case, cotton and grain) on the scale of the republic was studied using the comparison method. In this case, the indicators of the period before the systematic formation of service entities (average for 2010-2012) and the period after they began to operate systematically

Based on the data in the table, in general, the organization and operation of service entities, for example, cotton and grain cultivation, led to a sharp change in the efficiency indicators in a

⁶ Ўз. Р. Давлат статистика қумитаси маълумотлари асосида ҳисоб-китоблар

positive direction. This, in turn, will create ample opportunities for the saturation of the market of agricultural products, including agricultural products. Today, the republic's agriculture has great internal opportunities for developing the markets for agricultural products and service services.

Taking into account the importance and effectiveness of the development of agribusiness enterprises in our republic, the organization of the cultivation of quality products based on the changing demand and supply in the market, and the further development of the service services market serving farmers and peasant farms, in our opinion, the technical maintenance of the existing types of service services in it according to the areas of specialization and characteristics, it is appropriate to categorize according to the provision of resources, financial means and provision of economic information.

Discussion. Scientific proposals and recommendations aimed at increasing the effectiveness of marketing services in agribusiness were developed.

1. We believe that it is necessary to improve the theoretical and methodological foundations of the marketing service system in agribusiness in accordance with the conditions of the market economy in the republic.

2. We propose to perform the calculation of the effectiveness of marketing services in agribusiness based on the comparison method. In this case, it is appropriate to compare and analyze the system of main economic indicators of agricultural development before the activity of service entities is fully formed and in the period based on service activity. Based on the results of the analysis, it is important to identify the existing problems and determine the priority tasks necessary to solve them in the future.

We believe that it is appropriate to take into account the following recommendations when improving the mechanism of state support for the development of agribusiness marketing service:

- providing additional tax benefits for service services;
- allocation of targeted and long-term preferential loans;
- expansion of the system of customs benefits for the implementation of export services of finished products.

In order to ensure the effectiveness of marketing services, it is necessary to reduce the costs of service services, and for this it is advisable to implement the following, including:

- purposeful and effective use of resources (inefficiency and avoid waste);
- use of scientifically based service cost standards;
- preventing unjustified price increases of service equipment (material and technical resources);
- resource-saving, cheap and quality service technologies implementation, effective use of skilled workers and their financial incentives.

Implementation of scientific proposal and practical recommendations within the framework of the module developed during the research process of modernization of the marketing service system in agribusiness will improve its economic, legal and material-technical foundations, and further expand the possibilities of effective use of financial support mechanisms for service entities.

Economic-mathematical methods should be used to solve multivariate problems in the calculation of the prospective indicators of the development of marketing services.

In general, in our opinion, optimal organization of service entities from the point of view of increasing the efficiency and quality of services requires development taking into account not only

the increase of agricultural and livestock products, but also their role in providing the population with new jobs and expanding sources of income.

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