

The Importance of Organizing the Sale of Products in the Premises

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Abstract: Researching the marketing and sales activities of enterprises is, in its essence, an activity related to the full satisfaction of the demands and needs of the subjects in macro and microeconomics, and is now widely used in developed countries. In the article, the importance of choosing the way of sale, their role in the activity of enterprises is described in detail.

Keywords: marketing, sales, distribution, sales channels, retail, wholesale.

INTRODUCTION: In the conditions of free economic relations, it is necessary to carry out a deep structural reform of all sectors of the national economy and to study the activities of such reform networks, corporations, associations and enterprises based on the principles of marketing. The current developing market conditions make it natural to study all aspects of the economy from the point of view of marketing, abandoning the method of managing the economy based on administrative orders to the method based on economic interests. Sales organization consists of persons working together for the purpose of selling objectives to increase sales, maximizing profits, expanding market share etc. It establishes coordination among various selling activities necessary for the achievement of selling objectives. Sales organization is concerned with the careful planning, effective coordination and efficient supervision of the various departments and functions essential for the marketing of products manufactured by the firm. A sound organizational design requires that all activities are being organized in a systematic manner. Along with determining necessary activities, estimation of volume of performance is also done so as to ascertain the requirement of executive positions. Executive positions determine their relationships to other positions, their duties and responsibilities, etc. Determination of necessary activities and their volume of performance are made by analyzing the qualitative and quantitative objectives of the sales department. Sales executives with line authority require means to control their subordinates and to coordinate their efforts. They should not be so overburdened with detailed and undelegated responsibilities that they have insufficient time for coordination. Nor should they have too many subordinates reporting directly to them. This weakens the quality and control, and prevents the discharge of other duties.

As noted by our 1st President I.A. Karimov, "... analysis of the activity of various enterprises and industries shows that where the leaders are seriously engaged in marketing and marketing research, stable activity is ensured there. profits and dividends are received, wages are paid on time"¹.

To solve such important problems, it is necessary to organize and manage the process from

¹ "Results of socio-economic development of Uzbekistan in 1998 and the most important priorities for deepening economic reforms in 1999". "Tashkentokshomi" newspaper. No. 19, February 17, 1999.

production of products to their delivery to consumers on the basis of marketing activities.

The most important and indispensable component of marketing is product sales and distribution. In this process, the most difficult task from an organizational point of view is to decide how to deliver the produced product to the consumer.

Sales policy deals with the analysis of possible options for the supply of consumer goods and the development of an optimal option that ensures the highest economic efficiency in all branches of its product distribution. The distribution channel chosen by the company affects all other marketing solutions - prices, contracts with transport organizations, advertising services, opening of own sales points, etc. are included. Therefore, it is necessary for the management to choose the way of distribution, considering not only today's but also tomorrow's commercial environment. Nowadays, the distribution process has become a natural continuation of product preparation.

Currently, there are several forms of distribution channels for the organization of sales, and the choice of these distribution channels is chosen by the manufacturer. The currently used distribution channels are as follows.

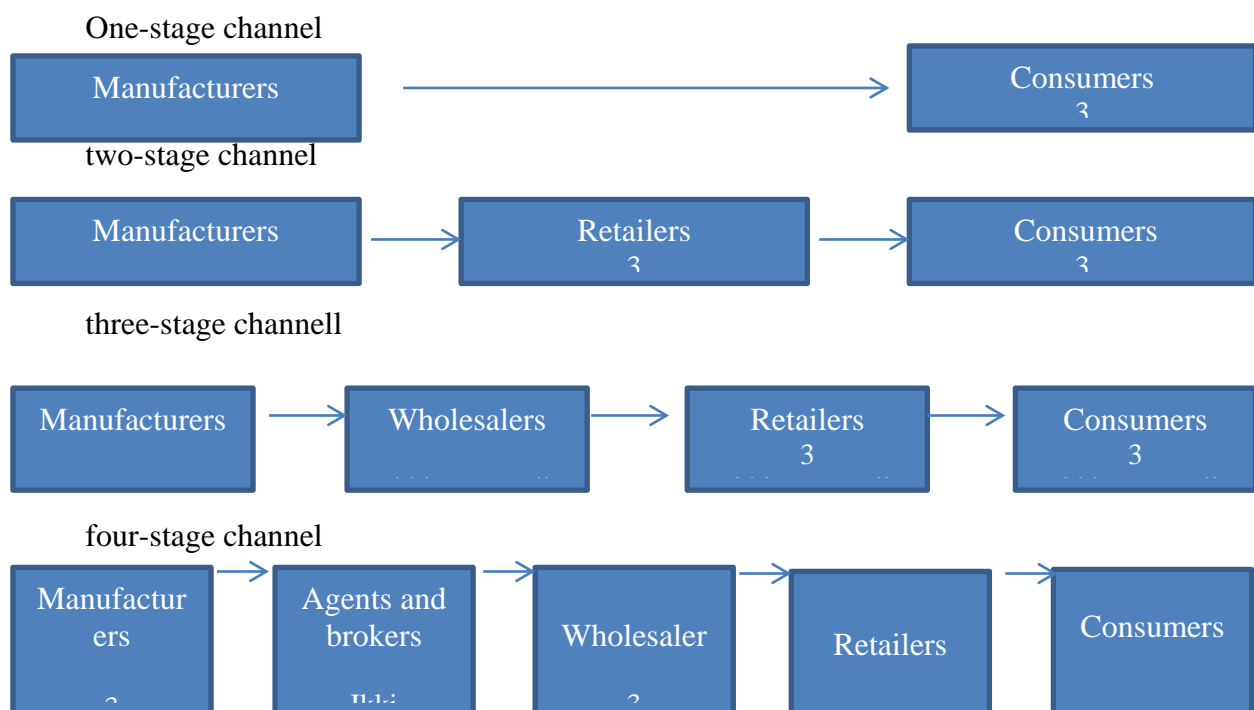


Figure 1

1. One-stage channel or direct marketing channel consists of producer and consumer. The manufacturer sells his goods to consumers by transporting them from place to place (wholesale), by consignment or through the stores of his company.

2. A two-stage channel includes a producer, an intermediary and a consumer. In the consumer market, as a rule, this intermediary is a retailer (shopkeeper), and in the market of goods related to industrial products, it is a sales agent or broker. This type is common among producers of food, agricultural products, construction materials, etc.

3. A three-stage channel includes a producer, two intermediaries, and a consumer. Such intermediaries are wholesalers and retailers in the market of consumer goods. In the market of industrial products, they are called industrial distributors and dealers. This channel is often used by manufacturers of complex household appliances, medicines, and some types of food products.

4. A four-stage channel includes a producer, three intermediaries and a consumer, and in most

cases small wholesalers (wholesalers) operate between wholesalers and retailers. It sells to small businesses that are not served by large wholesalers.

There are very few channels with many steps. From the manufacturer's point of view, the more bottlenecks there are in the distribution channel, the narrower is the opportunity to control them.

There are specific criteria for choosing a sales channel. These criteria are developed based on consumer, product and company characteristics. Because the goods should be delivered to the consumer in the shortest possible time and in convenient conditions. The more optimally these roads are organized, the more the costs of the enterprise will be saved and the circulation of funds will be accelerated.

Conclusion: We need to form one-step channels in manufacturing enterprises as well as foreign enterprises. The rest of the above channels lead to an increase in the price of the product in the process before the consumer and, as a result, to a change in the consumer's attitude towards this product. It also makes it difficult to conduct marketing research in enterprises. By introducing one-step channels, the price of goods produced at the enterprise is not too high, and the closeness of the consumer in the study of marketing research is ensured.

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