

Priority Directions of Increasing the Competitiveness of Wholesale Trade Enterprises

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Abstract

The article highlights the direction of organizing the activities of wholesale trade enterprises and the ways to increase their competitiveness, the scientific and theoretical foundations for increasing the competitiveness of wholesale trade enterprises are carried out, the competitive advantages and ways of developing the activities of wholesale trade enterprises are shown.

Keywords: Wholesale trade, competition, competitiveness, trade services, competitive advantage, Herfindahl-Herschman concentration coefficients and indices, "competitiveness rhombus", wholesale trade functions, increasing the competitiveness of goods in domestic and foreign markets, activities for the development of wholesale trade enterprises.

Introduction

Deepening economic reforms in Uzbekistan, establishment of relations between providers of trade services and consumers under free competition, as well as the organization of activities of market entities at the expense of the effective use of every chance and resources are the current problems of today. Therefore, in the following years, it is becoming important for enterprises that provide wholesale trade services to study the demand for consumer goods, finding their places in the market, and pay attention to the problems of occupying the market, following the principles of marketing. In the development strategy of the new Uzbekistan for 2022-2026 years, based on the idea of "New Uzbekistan – a country of competitive products", selecting 200 exporters based on an open competition, turn them into leading experts, and provided comprehensive support, establishment of free trade zones in the border areas with neighboring countries was established. The processes of structural changes, modernization and diversification carried out in the economy of Uzbekistan require an approach to the content and functions of wholesale trade on the basis of new specific principles. Therefore, it is important to study the activities of wholesale trade and its enterprises engaged in it from a scientific and practical point of view, as well as to analyze the strategies of wholesale trade. In the conditions of the development of the modern economy, enterprises with services for the production and sale of shopping products are gaining success in the market. The most effective type of trading services is wholesale, and the development of wholesale trade greatly contributes to the determination of the prospective plans of production enterprises. This assumes a further increase in the efficiency of the activities of wholesale trade enterprises serving markets in the current conditions of sharp competition. In the development of wholesale trade in our country, it is important to develop the scientific and practical foundations of such issues as conducting marketing research, developing promising strategies for the production of new products and services, improving marketing research aimed at competitive and export-directed and import substitution goods. In this regard, the development of scientifically based proposals and

recommendations on improving the competitiveness of products in domestic and foreign markets, expanding the volume of new goods and services, and the effective use of the strategy of transferring goods in the development of promising wholesale markets for the sale of products is one of the pressing issues of today.

Literature review

The scientific and theoretical foundations of the development of wholesale trade were laid by the world's leading marketers m. Porter, P. Druker, DJ. Shoness [2], F. Kotler [3], F. Sherer, D. Ross, F. Wood, R. Murphy, D. Krevens [4], R. Fathuddinov [5] and others studied in depth. A marketer scholar from Uzbekistan. Fattakhov [6], J. Jalalov, M. Ikramov, A. Bekmurodov, M. Kasimova, Sh. In the scientific research and works of ergashkhodzhaeva [7] and others, the content of concepts related to wholesale trade, trade services, commodity strategy is widely explained. In the process of radical reform of the economy in Uzbekistan, one of the priorities of socio-economic policy is to increase the competitiveness of production and service enterprises, to organize modern trade services in the timely supply and sale of quality, competitive products to consumers for foreign and domestic markets, and to effectively use these service opportunities.

The concept of wholesale trade was introduced by the famous marketer F.Kotler describes: "wholesale trade is such a sale that it involves any activity in the sale of goods or services to buyers for the purpose of professional use" [3]. A review of the evolution of theoretical views on competition has clarified that it is understood differently by researchers from different eras, countries and economies. In the scientific literature, it is understood to interpret the concept of competition in behavioral, structural and functional terms. Interpretation from a behavioral point of view comes from etymological bases, since when turned from Latin, "competition" means conflict, competition. A. Smith published his "survey of the nature of peoples and the cause of their wealth" (1776.), describes competition as a private rivalry that raises prices (when supply shrinks) or lowers them (when supply is surplus). Today, understanding this concept from the point of view of behavior, understanding it as a development in the direction of improving the struggle of competition between economic entities, and the current representative of this approach is the American economist M. Porter's work ("Competitive Strategy", 1980, "competitive advantage", 1985) also features.

At the moment, the structural interpretation of the concept of competition focuses on the analysis of the focus, the first goal, the structure of the market and the economic conditions in which competition is present in them. Based on this interpretation, A.O. Curno ("a study of the mathematical principles of wealth", 1838), F.I.Edjuort ("monopoly theory", 1933), J.Robinson ("the economic theory of imperfect competition", 1933), The work of Chamberlin ("The Theory of monopolistic competition", 1933) and others lies. These scientists laid the foundation for the modern Western theory of the four main types of the market: pure (improved) competition, monopolistic competition, oligopoly and monopoly. Currently, such an interpretation of competition has strong points of view in Western Economic Science, P. Samuelson [8], X. Zaydel [9], R. Temmen in the work of such famous economists.

From the point of view of a functional understanding of competition, its role in the market economy is emphasized. I. Schumpeter defines competition as the old's rivalry with the new, i.e. the old technologies ' rivalry with the new technologies. Currently, F. Von Hayek [10] called the competition "the opening procedure", in which things are secretly revealed thanks to him, that is, an increase in competition occurs, which forces the company to find the most effective way to achieve the goal. Most authors use the five-power model of competition in their research, notably

G.L.Azoev [11] additionally considers the sixth power: the state's policies in the field of competition regulation, which is a major addition to the Porter model. According to him, public policy in the field of competition regulation should become part of the general economic policy aimed at achieving the country's competitiveness.

Research methodology

The description of the activity and intensity of competition requires assessment in a certain way. In this case, it is recommended to use indirect methods of measuring the intensity of competition in the economic literature. Using herfindal-Hershman's concentration coefficient and index, determining the nature of the distribution of market models among competitors is the most common method. The concentration coefficient is calculated as the total share of several (4, 8, 20, 50 or 3, 6, 10) largest enterprises. With an increase in market concentration, competitors also increase the Herfindal-Hershman index, which is defined as the sum of the squares of market shares [12]. The calculation of the concentration coefficient is observed all the time with the calculation of this index, since it can determine the difference between the concentration level in markets where the number of firms is the same. The most accurate, gross assessment of the intensity of competition is G.L.Azoev [11] proposed. It recommends calculating additional indicators such as market growth rates and its profitability. In rapidly developing markets with high rates of growth in sales volumes and high profitability, the intensity of competition decreases. With a decrease in the growth rate of the market and the level of profit of the business, the situation changes radically, and the activity of the competitive struggle increases. The development of competition leads to the fact that market relations seek to achieve competitiveness on the basis of some competitive advantage of each of its subjects. To generate competitive advantage, it is necessary to develop a competitive strategy. If we consider competition from the point of view of the phenomenon, it affects all living things on Earth, including a person, his entire conscious life, since everything is based on competition between individs. Also, the effective functioning and life of any firm, any state is based precisely on competition. In turn, the competition takes part all the time and everywhere, so it must be taken into account and regulated all the time. At the same place M. Porter's "theory of competitive advantages" is considered one of the theoretical views aimed at illuminating the essence of foreign trade in the international market. According to this theory, firms rather than countries compete in the international market. Therefore, it is important to determine how firms form competitive advantages and the role of the country in it. In international exchange, the country's level of competitiveness is influenced by four interconnected factors, the so-called "competitiveness Rhombus:

1. Conditions of production factors (the presence of the main production factors in the country).
2. Bring the effect of scale to internal demand conditions.
3. The existence of interdependent and interdependent networks (clusters).
4. The strategy of the firm and its role in internal network competition.

If competition occurs directly in the market, then outside the market, in particular in production, it is attended to, measures are taken to win the competition. The preparation of production for competition is market there, which means the production of competitive goods. In a competitive struggle, novasia in production will have a special significance, which in turn requires investment activity.

Effective development of Marketing strategies begins with marketing research. Marketing research primarily focuses on "who is buying a good?", "Where is this good being bought?", "Why is this

good being bought?" this kind of questions must be answered. The only way to clearly understand who and how businesses provide services and what needs are satisfied is through a marketing strategy.

Wholesale enterprises ensure an increase in the efficiency of the sales process. Nowadays, both retail enterprises and manufacturers have every reason to resort to the services of wholesale enterprises. Manufacturers and retail enterprises, with the help of wholesale enterprises, can perform one or more of the functions in sheep more efficiently:

1. Sale and promotion;
2. Procurement and formation of the assortment of goods;
3. Dividing large batch goods into small batches;
4. Storage in warehouses;
5. Shipping using Transport;
6. Funding;
7. Risk taking;
8. Providing information on the market chart, etc.

The main functions of wholesale trade are manifested in its dual-service activities aimed at the production and retail commodity market.

Conditional analysis

Raising the export potential of economic entities by increasing the competitiveness of products in Uzbekistan is one of the priorities of reforms carried out in the economic sphere, and at present, the numerical and qualitative growth of foreign economic relations makes higher demands on a comprehensive in-depth study of these processes. The implementation of trade and economic relations of enterprises of various forms of ownership with production, scientific and technical, foreign exchange and financial, foreign partners, the establishment of production of products for export, which are considered priority areas for the development of foreign economic relations, requires an increase in the efficiency of reforms in the processes of attracting investments. Competition in the consumer market of Uzbekistan, in particular in the food market, is taking shape in favor of domestic commodity producers, since the state promotes the development of the domestic food industry. In the early 1990s, Uzbekistan noted a reduction in the volume of food production for a number of objective and subjective reasons. Today, conditions are being created by the state for local enterprises to compete realistically, on an equal footing with both distant and close foreign producers of goods.

In the process of deepening economic reforms in Uzbekistan, there is a wide emphasis on the development of domestic production, the promotion of exports and the provision of our markets with imported substitute goods, and a number of results are achieved in this regard. As a result of the measures taken to improve the competitiveness of sectors in modernizing and diversifying the economy, crisis situations in the world economy are still maintained, and low price levels in the world market are achieved to reduce the impact of the Republic on key export points. It is considered very important for local enterprises providing a wholesale service to study and forecast the demand for consumer goods, following the principles of marketing in their activities, and pay attention to such issues as finding a place in the market, acquiring a market. The role of organizing modern trading services in the timely delivery and sale of quality, competitive products to

consumers for foreign and domestic markets, as well as the effective use of these service opportunities, is invaluable. In the context of the development of the modern economy, enterprises with services for the production and sale of shopper products are gaining success in the market. Wholesale trade is the most effective type of sales services, the development of which will greatly help determine the prospective plans of domestic production enterprises.

Conclusions and suggestions

An adequate competitive environment is required for competition to move the economy and ensure its development. A competitive environment is the existence of the necessary conditions for competition to go continuously and unconstrained. Such an environment will be characteristic of a perfectly competitive market. Its main symptoms are as follows:

- availability of private property freedom;
- the presence of freedom of economic choice; free formation of prices;
- methods of economic struggle, the presence of the possibility of free choice.

A competitive environment is the presence of a free economic context. Therefore, the liberalization of the economy in Uzbekistan is seen as inextricably linked with the creation of a real competitive environment. The formation of a competitive environment in the economy will largely depend on the pictures of changing property relations. Since the trend of monopolization in the economy limits competition, the state is actively involved in creating a healthy competitive environment. This is achieved in two ways:

1. Conditions are created for the expansion of the ranks of competing firms.
2. Antitrust policies are pursued.

In the development of wholesale trade in the Republic, it is important to develop scientific and practical foundations of such issues as the organization of marketing Research, the development of promising strategies for the production of new products and services, the improvement of marketing research aimed at competitive and export-directed and import substitution goods. In this regard, the development of scientifically based proposals and recommendations on improving the competitiveness of products in the domestic and foreign markets in wholesale trade, expanding the volume of new goods and services, and the effective use of the strategy of transferring goods in the development of promising wholesale markets for the sale of products is one of the pressing issues of today. In Uzbekistan, it is important to achieve effective sales of our domestic products in the implementation of large-scale measures to increase the volume of exports and reduce the volume of imports, for this it is important to carry out in-depth marketing research, in particular, to effectively use modern methods in the implementation of wholesale trade in goods. In this regard, measures to increase the competitiveness of goods in domestic and foreign markets will have to be carried out in a wide range.

We believe that in order to improve the competitiveness of goods in the domestic and foreign markets, it is necessary to carry out the following activities for the development of wholesale trade:

- further implementation of marketing Research in the development and expansion of opportunities of the wholesale trade sector in the country;
- the development of wholesale to carry out more scientific research on improving its effectiveness;
- development of ways to improve marketing efficiency in wholesale;

- creation of computer programs for the organization of wholesale trade in electronic form;
- improving the strategy of transferring goods in wholesale trade and establishing its effective implementation;
- determination of the directions of effective sale of goods in wholesale trade using various scientifically based models;
- increasing their capabilities through the introduction of innovation marketing technologies in wholesale;
- forecasting the market structure in wholesale trade and improving the methodology for determining the size of the market capacity;
- improvement of intermediary activities in the implementation of wholesale trade from the point of view of the strategy of transferring goods;

The application of price policy and competitive advantage strategies in the application of commodity transfer strategy in wholesale trade.

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